BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

1941 YEAR BOOK NUMBER

ANNUAL SUBSCRIPTION $5.00 INCLUDING YEAR BOOK NUMBER
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THE WHOLE ARMY CAN'T BE OUT OF STEP!

You may be skeptical about **SOME** *audience surveys*

BUT···· *when*

ALL THESE SURVEY AUTHORITIES AGREE THAT

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THE JOURNAL

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Duke Ellington delights Standard subscribers

. . . in our latest release of popular BMI and tax-free music. The "Duke" makes the third *name band* Standard has released within a single month; Will Hudson and Henry Busse having preceded him. And it wouldn't be fair to Don Allen's superb orchestra and Martha Tilton not to mention again what a tremendous ovation is still being given their bonus releases.

▼ ▼ ▼

While on the subject of Duke Ellington, we are mighty proud of the fact that "Down Beat's" dance band poll selected him as the runner-up to Benny Goodman for the best rhythm band of 1940.

▲ ▲ ▲

February may be a short month for some but there will be no shortage in more good names and more good music for Standard Library stations. More star-studded entertainment for February's 100 new selections will be announced shortly in this column.

▼ ▼ ▼

Standard's basic library now stands at 2146 selections . . . all non-ASCAP and every one a delightful earful.

▲ ▲ ▲

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WAKR

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SUMMIT RADIO CORPORATION
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HEmlock 6151
AKRON, OHIO

January 13 1941

Mr M M Blink
STANDARD RADIO
360 N Michigan Ave
Chicago Ill

Dear Milt:

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We are very happy with our choice. The quality of the recordings, your choice of musical selections and performing artists, make your service outstanding.

With kindest regards.

Sincerely yours

President

S Bernard Berk
mp

PROOF OF LEADERSHIP . . . IN OUR DAILY MAIL

OUR POSTMAN doesn't even ring once; he merely walks in, deposits a handful of letters, and departs. But almost daily, he brings us the best of news—words of praise from subscribers to the Standard Radio Library Service. Whereupon we smile happily, and turn again to the task of maintaining the showmanship, technical perfection and salability of our Service, so that more and more stations may answer "Yes!" when asked:

"Are Your Transcriptions Up to Standard?"

Standard Radio

HOLLYWOOD CHICAGO

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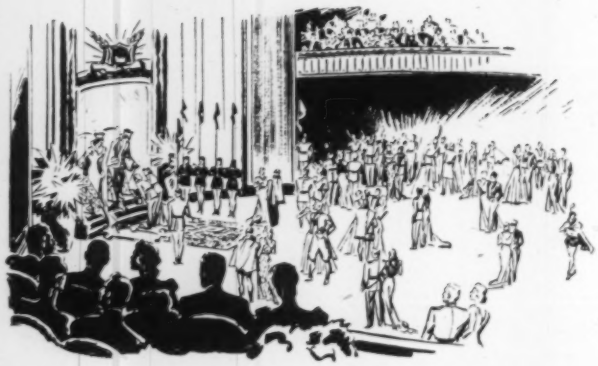
NEW ORLEANS

you think of:

Carnival Balls . . .



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50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

February 3, 1941

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BROADCASTING
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Vol. 20, No. 4 WASHINGTON, D. C., FEBRUARY 3, 1941 $5.00 A YEAR—15c A COPY

FCC Approves Accord on Treaty Shifts

Only Eight Changes Are Made in Original Reallocation; Stations Not Ready by March 29 Must Remain Silent

ENTAILING only eight frequency changes from the standard broadcast reallocation notifications last fall, the FCC Jan. 31 placed its final stamp of approval on the reallocation, to become effective as originally scheduled—on March 29. Action came a day after the conclusion of the North American regional radio - engineering meeting of delegations representing Mexico, Canada, Cuba and the United States to adjust assignment conflicts under the Treaty.

While the specific assignments of stations in Canada, Mexico and Cuba are being withheld, pending approval of the recommendations by the several home governments, the FCC made public its revised list, under which 795 of the 883 standard broadcast stations in this country will shift 10 to 40 kilocycles on March 29.

Must Be Ready

Those stations which because of inability to acquire crystals ground to their new frequencies cannot shift on that date, the FCC disclosed, will be forced to remain silent until they are prepared to make the change. Stations unable to complete construction of directional antennas by March 29 will be required to operate with sufficiently low power to avoid interference with other stations.

The enginering sessions were hailed by State Department and FCC officials as highly successful and marked by an unusual degree of cooperation. All told, it was said, some 200 matters in conflict were eliminated during the sessions.

The United States retained all of the basic assignments agreed to originally under the Treaty, which was signed in Havana on Dec. 13, 1937. Only one Class II assignment — earmarked originally for Detroit and for which no applications now are pending—was relinquished, and that on a tentative basis. This was the 1220 kc. channel, slated for 50 kw. operation in this country, which can be used by CJKL, Kirkland Lake, Ont., in lieu of 560 kc., a regional facility. If the Canadian station elects to use this frequency, WFIL, Philadelphia, will be accorded 5,000 watts fulltime as a III-A station. Otherwise, 1220 kc. will be available for assignment in this country.

The FCC hastened to approve the recommendations of the engineering conference, because of the short time remaining to effect the shift. Telegrams were rushed to all stations, notifying them of their assignments as of March 29, and instructions promptly were issued to all stations on how to proceed in procurement of new crystals and in otherwise meeting the reallocation requirements [see text on this page].

It was agreed by the conference that no information would be released in this country on Canadian, Mexican or Cuban assignments until acceptance of the recommendations had been accorded by the particular countries. It was understood, however, that the Mexican border station situation generally was cleared to the entire satisfaction of the various delegations. While no precise data were available either from the State Department or the FCC, it was understood that Dr. John R. Brinkley's 500,000-watt XERA, at Villa Acuna, across from Del Rio, Tex., and Norman T. Baker's 150,000-watt XENT, at Nuevo Laredo, across from Laredo, Tex., were not accorded assignments as border stations.

XEAW, Reynosa, south of Dallas, owned by Carr Collins, head of the Crazy Water Crystals Co., Mineral Springs, Tex., is understood to be slated for a shift to Monterrey on 1570 kc.

The 800 kc. channel, originally slated to go to Rosarito, in lower California, is understood to be earmarked for Nogales, in Sonora, complying with the Treaty terms.

Elated Over Outcome

FCC officials were clearly elated over the results of the conference, particularly with the cooperative spirit evinced which made possible meeting of the March 29 reallocation deadline. At the start of the sessions, Jan. 14, many complications developed which indicated difficult times ahead. Cuba did not submit its original list until the conference was underway. The Cuban assignments presumably will be made to definite stations after

(*Continued on page 40*)

Reallocation Instructions to All Broadcast Stations . . .

The Commission today released the frequency assignments for all standard broadcast stations to be effective 0800 GMT (3:00 a.m. EST) March 29, 1941, pursuant to the North American Regional Broadcasting Agreement (NARBA). On this date every broadcast station must be operated on the frequency given in the list.

In all, some 795 of the 883 broadcast stations must change frequency. The Commission requests the cooperation of broadcast licensees and manufacturers of frequency control equipment to supply the necessary equipment to facilitate the change of frequency on this date. It is urged that every broadcast licensee immediately place an order for the necessary new oscillators or modification of existing oscillators to enable it to operate on the specified frequency. Licensees should specify in the order for crystals whether a directional antenna is employed by the station.

Manufacturers are requested to give prior consideration to orders from station licensees using directive antennas in accordance with the receipt of orders for new oscillators. Each station should be supplied with only two crystals, one for the transmitter and another for the frequency monitor when there are unfilled orders with the manufacturer.

An exchange of crystals is recommended in so far as feasible. The NAB has agreed to cooperate with any licensees in coordinating this work.

Tests Authorized

All stations are hereby authorized to test on the new frequency prior to March 29 during the experimental period (1 a.m. to 6 a.m. local standard time). Licensees are requested to cooperate to avoid unnecessary interference while testing during this period. Every licensee should make arrangements to adjust the equipment so as to operate on the new frequency prior to March 29. Most stations using non-directive antennas should not require over a few hours to adjust the equipment throughout to the new frequency after the new crytsals are obtained. In some cases where high power transmitters and complicated antenna coupling arrangements are used, two or more test periods may be required.

The procedure in general should be to connect the new crystal in accordance with the design of the transmitter and adjust each successive stage, beginning with the first buffer, for optimum operation on the new frequency. Clips or other markings should

(*Continued on page 41*)

New Frequency Shifts Under Havana Agreement

FOLLOWING are the changes in frequency assignments of United States stations under the Havana Treaty allocations, which constitute deviations from the list anounced by the FCC Sept. 19, 1940 and which is published in the 1941 BROADCASTING *Yearbook* now being distributed:

As a result of allocation conflicts with other nations

Station and Location	*Frequency Change From*	*To*	*Power in Watts*
WOAI, San Antonio	1210 kc.	1200 kc.	50,000
WCAU, Philadelphia	1200 kc.	1210 kc.	50,000
WBAB, Atlantic City	1230 kc.	1490 kc.	250
WEST, Easton, Pa.	1230 kc.	1400 kc.	250
As a result of suggestions from stations			
WQXR, New York	1600 kc.	1560 kc.	5,000
WHOM, Jersey City	1560 kc.	1480 kc.	500-1,000
*WCNW, Brooklyn	1490 kc.	1600 kc.	100-250
*WWRL, Woodside, N. Y.	1490 kc.	1600 kc.	250

* WCNW and WWRL share time.

ASCAP 'Parade' Is Well Received, Says Gene Buck

103 Stations Request Series. ASCAP Official Declares

REPORTING an enthusiastic response to the first broadcast, Gene Buck, ASCAP president, stated that thousands of letters from listeners had been received at ASCAP headquarters and at the stations which broadcast the first show Jan. 25. He also reported that as of Jan. 28 ASCAP had received requests for transcriptions of the program from 103 radio stations. "Never before in broadcasting have so many stations lined up so quickly and spontaneously to carry a new program as they have for *ASCAP on Parade*," he said.

It was explained at ASCAP headquarters that the program is sponsored by the Society only on the four New York stations, WMCA, WNEW, WHN, WOV. Transcriptions, cut by WBS, will be furnished to other ASCAP-licensed stations requesting them, but ASCAP will buy time on no more stations, it was stated.

WDAS Drops Out

The spokesman added that WINX, Washington, WWSW, Pittsburgh, and WKNY, Kingston, N. Y., which carried the first broadcast by direct wire from the WMCA studios, themselves paid for the line charges. WDAS, Philadelphia, had been scheduled to get the program by wire, but dropped out before the broadcast. It is understood the series is made available for local sponsorship.

P. J. Stanton, manager of WDAS, said ASCAP refused to sign a commercial contract. Moreover, he added, WDAS could not carry the program because no script was available. To avoid controversial issues, the station thought it best not to broadcast the program.

Headliners for the second broadcast on Feb. 1 were announced as including Cole Porter, Johnny Mercer, Al Jolson, Ethel Merman, Hildegarde, Benny Fields and Gene Buck, in addition to the orchestra and chorus directed by Russell Bennet and Deems Taylor as m.c. This broadcast was also slated to feature the radio premiere of Irving Berlin's latest songs, "Little Old Church in England" and "When That Man Is Dead and Gone."

In addition to Mr. Buck's plea to the broadcasters, the opening program of the series contained several other ASCAP "commercials." The oft-told story of Victor Herbert's annoyance at hearing his music played in a restaurant which led to the formation of ASCAP was presented in dramatic form, and a comedy-dramatic sketch featuring George M. Cohan purported to typify reaction of the average citizen to the BMI-ASCAP controversy.

At another point in the program the orchestra played several familiar theme songs that, as Deems Taylor put it, "you don't hear any more—not since January first." For a climax to this ASCAP "reunited" the "Grand Canyon Suite" with Johnny's "Call for Philip Morris."

Mr. Buck's all-inclusive plea was:

"I have only one message that I want to get through to the radio public tonight. The American Society of Composers, Authors & Publishers *is not withholding its music from you. We want* you to hear it. That's how we make our living. This station plays our music for you. Some stations do not. We have asked these other stations to sit down with us and try to reach some agreement. They have not answered us. I ask them again, now, in the hearing of millions of radio listeners . . . Broadcasters of America . . . will you meet me and my fellow songwriters, and will you try to reach an agreement with us, so that the public will not be deprived of the songs and the music it loves?"

Whistler's Check

SIGN of the times is the placard nailed to the wall recently by the music clearance department of KTSA, San Antonio: "If you have to whistle or sing in this office, make it BMI or a tax-free tune. We operate for profit."

PLEA TO THE PUBLIC
Music Store Keeps Lists of Sponsors on Counter

ON A COUNTER in the mid-Manhattan music store operated by G. Schirmer Inc., ASCAP publishing house, is a pile of mimeographed lists of advertisers sponsoring musical programs on the major networks. Attached to each list is a printed card, reading:

"Were you polled . . . were you told . . . were you consulted (By CBS, NBC and MBS) about the radio music that now comes into your home? You used to get the music you wanted . . . the songs of America's greatest composers, the real music of America. Now . . . on the chain stations . . . you get synthetic songs instead of real music. Your favorite programs and your favorite bands are forced to play, not the music you want, but the music controlled by the radio chains. If you don't like it . . . if you want your favorite music back again . . . write to the sponsors and tell them so."

THE LONGEST DAYTIME PROGRAM

Some Times the '920 Club' on WORL, Boston, Runs 10 Hours, With the Average About 8

ANOTHER successful year has been registered by WORL, Boston, whose *920 Club* is celebrating its second anniversary. Started on a small scale in January, 1939, by General Manager George Lasker, it since has spread to an average full schedule of eight hours daily, with sales increasing to a gross of approximately $116,000 above 1938, and an even more optimistic outlook for the coming year.

The program is considered the longest single daytime show in the country, running as much as 10 hours daily in summer. Formula is simple, understandable. The program presents music from a huge up-to-the-minute active studio library of name band recordings, with commercial announcements handled by Bob Perry, program director, and Ed Dinsmore.

Accounts Attracted

Originally thought a daring experiment for Boston, the idea has brought a surprising diversity of accounts flocking to the station's schedule. A mass market for merchandising has attracted products varying from coal to spices to insurance to cars—and even houses. National clients include Kleenex, Marlin Razor Blades, Grove's Bromo-Quinine, Public Loan Corp., Sears Roebuck, Royal Typewriter, Meloripe Bananas, Dioxygen Cream and others. Some important local accounts are Jordan Marsh Department Store, Puritan Cake, Moxie, Pepsinic Seltzer and Filene's.

Pride of WORL's sales representatives are the much-mentioned "15 Success Stories," praise letters from pleased clients surprised by results. An example is one containing commendation from *Friday* Magazine, whose local circulation went up 1,000% in just two weekends of broadcasting. Another source of satisfaction, showing national interest among broadcasters themselves, are numerous inquiries about the program's setup received by Mr. Lasker from other radio stations as far South as Louisville and Savannah and as far West as Akron and Denver.

Perhaps most remarkable is that during practically the entire biennial period the *920 Club* operated on but 500 watts output. Not until 1940 had nearly ended (Nov. 20) did WORL receive its FCC permit for an increase to 1,000 watts. This action, however, had long been anticipated with construction last summer of a new transmitter at Needham. A competent engineering staff had it operating at the new 1 kw. strength three days after the grant was made. Latest addition (in January) was a combination of two-speed Presto turntables, which at this moment are continuously and prosperously busy, purveying popular tunes to the public from sunrise to sunset.

THE GOVERNOR himself looks over the records of the unique *920 Club*, daytime program of WORL, Boston. Here the chief executive, Gov. Leverett Saltonstall (left), congratulates George Lasker, WORL manager, on the program's second anniversary.

GARDNER TO STAGE OWN CBS PROGRAM

ED GARDNER, Hollywood producer of the weekly NBC *Rudy Vallee Show* sponsored by National Dairy Products Corp. (Sealtest), has resigned to take over another assignment in New York. He will star in and produce the weekly CBS variety show, *Duffy's Tavern*, scheduled to start March 1 under sponsorship of Schick Dry Shaver Inc. Saturday, 8:30-8:55 p.m. (EST) with West Coast repeat, 8:30-8:55 p.m. (PST).

New half-hour show is being built around Gardner's Archie character which he created on *This Is New York*, CBS sustaining series two years ago. Gardner terminates activities on the *Rudy Vallee Show* following the Feb. 20 broadcast.

Abe Burrows, Sealtest program comedy writer, moves with Gardner. It is expected that James McFadden, vice-president in charge of radio of McKee & Albright, New York agency servicing the Sealtest account, will appoint a combination producer-comedy writer. Shirley Booth, wife of Gardner and now starring on Broadway in "My Sister Eileen", will have a featured comedy role in *Duffy's Tavern*. J. M. Mathes Inc., New York agency, services the Schick account.

Henke Gets Sales Post

HARRY HENKE, with Standard Brands since 1908 and for 10 years president of the subsidiary Standard Brands of California, has been named vice-president and general sales manager of the parent company. He will move from San Francisco to the New York executive offices. He also becomes a director, succeeding Jay Holmes, resigned.

Absorene Disc Series

ABSORENE MFG. Co., St. Louis (cleaner), will sponsor transcribed announcements in March, April and May on 33 stations. Agency is Ross-Gould Co., St. Louis. The stations: WSGN KLZ WMBD WCBS WDZ WFAM-WSBT WOC KSO WAVE CKLW WOOD-WASH WTCN KCMO KMBC WHB KOL WCPO WNOX WMPS KXA WKRH WMAQ WAAF WCFL, WGES WSBC KMOX KSD KWK KXOK WIL WEW WTMV.

New Syrup Tested

H. FOX Co., Brooklyn (syrups), new to radio, is starting a test spot campaign of one-minute daily announcements on four New York stations, WMCA, WNEW, WARD, WEVD. Product advertised is Ubet, a new chocolate flavored syrup. Agency is Arthur Rosenberg Inc., New York.

Commentators in Movies

RADIO commentators and newspaper personalities will be featured in a series of movie shorts. One series, *International Forum*, released by Columbia Pictures, New York, and produced at Eastern Service Studios, Astoria, L. I., co-stars Dorothy Thompson, Wythe Williams, Linton Wells and William L. Shirer in roundtable discussions of important events of the day. Raymond Gram Swing, MBS commentator, also is making a series of short commentaries on World War II for Cartoon Films, New York, with animated color cartoons illustrating Mr. Swing's analyses.

Crane Advocates School Stations

PUBLIC stations, operated by educational groups and working in cooperation with commercial stations, were advocated Jan. 17 by Dr. A. G. Crane, president of the U of Wyoming, and chairman of the National Committee on Education by Radio in an address before the KSTP Radio Conference in Minneapolis.

Discussing the work of the Rocky Mountain Radio Council, Dr. Crane, a Republican, who has been mentioned for the vacancy on the FCC created by retirement of Col. Thad H. Brown, said:

"Government monopoly of broadcasting is not desired in America. . . . Public stations must also have a place in the American system. These stations perform a vital service in experimentation and demonstration, free as they are from limitations which circumscribe commercial industry. Both have their peculiar limitations as well as their freedom. Each has its own service. Working together, each supplements the other. . . . There should be no conflict between civic broadcasters and the industry. Both should design the best possible service to the listeners."

Milwaukee Hotel Group Given BMI Viewpoint

PRINCIPLES and policies of BMI were explained by George M. Skinner of the organization's New York publicity division in two speeches made Jan. 22 in Milwaukee. He told a meeting of the Tavern Music Protective Assn. that when BMI drops its present policy of permitting its music to be used in hotels, restaurants, taverns and clubs without payment, fees will be on a graduated scale fair to everyone.

Vollmer Dahlstrand, president of the Milwaukee local of AFM, introduced Mr. Skinner with an address that accused ASCAP of discrimination. He pledged that when taverns, restaurants and clubs demand that their orchestras play only BMI music the union will see that they do so. Sol Zien, TMPA secretary, urged the group to "play only BMI music and you'll get into no more trouble with ASCAP." Mr. Skinner presented the broadcasters' position in the music controversy to the Junior Chamber of Commerce at the invitation of that group, which had previously been addressed by an ASCAP representative.

Seek Another in Wheeling

ANOTHER application for a new local station in Wheeling, W. Va. has been filed with the FCC, which last November authorized a company headed by Joe L. Smith Jr., operator of WJLS, Beckley, W. Va., to construct the new WKWK in Wheeling, using 100 watts on 1370 kc. The new application is from Tri-State Broadcasting Corp. and asks for 100 watts on 1420 kc. Head of the company is Tom M. Bloch, whose father, J. A. Bloch, president of Mail Pouch Tobacco Co., Wheeling, is vice president and largest stockholder. William Frankston, Mail Pouch advertising manager, is secretary, Mr. and Mrs. John Kennedy, the former operator of WCHS, Charleston, and the West Virginia Network, have subscribed to $9,000 out of $21,000 worth of the stock.

WHEN a program averages over 12,000 letters a month, has 23 participating sponsors and an eager waiting list, and has gained a national reputation for the local station involved, it's time to look at the record—especially a record of six years standing. The program is Martin Block's *Make Believe Ballroom*, celebrating its sixth anniversary on WNEW, New York, Feb. 3, 1940.

Staff announcer for WNEW back in 1935 at $25 a week, Martin Block today is often called "America's No. 1 Radio Salesman," with his current sponsors bringing WNEW about a third of a million dollars yearly for air time and his talent.

How He Started

The "ballroom" idea started six years ago when WNEW was broadcasting daily reports of the Hauptmann kidnaping trial from Flemington, N. J. The station wanted someone to fill in with recorded music between bulletins, and Martin was elected for the job. Remembering a record show he'd heard on the West Coast, he bought some popular discs and started the now famous technique of imaginary visits with noted bandleaders on "stage one" or "stage two" of the "ballroom."

The program continued sustaining on WNEW until May, 1935, when Martin made his first commercial announcement for Retardo reducing pills. The next day 600 dollar bills poured in to the station from listeners requesting a box of the pills, the only proof needed to convince WNEW of the program's commercial potentialities.

In two years the program grew from a brief morning period to its present 3½ hours a day, six days a week, numbering among its sponsors such national radio advertisers as BC Remedy Co.; General Foods Corp.; Grove Laboratories; Gruen Watch Co.; P. Lorillard Co., and Smith Brothers Cough Drops.

Reports from some of the program's sponsors in 1940 tell the sales story: Axton-Fisher Tobacco Co. used the *Make Believe Ballroom* for five weeks and increased distribution 50% in New York for Twenty Grand cigarettes, doubling its contract with WNEW as a result; Purity Bakeries noted a sales increase of 144,000 doughnuts a week at the end of its first week sponsoring the *Ballroom*, and an increase of 432,000 doughnuts a week at the end of four weeks; BC Remedy Co., still using the program to promote its headache powders, has been on the *Ballroom* since 1937.

An Annual Party

Further proof of the success of the *Ballroom* came in February, 1940, when the National Biscuit Co., New York, by arrangement with WNEW, placed transcribed continuities by Martin Block together with his musical selections on some 16 stations east of the Mississippi. This campaign enhanced the program's popularity even more, as well as acting as impetus for similar "ballroom" shows to spring up on local stations throughout the country.

MR. BLOCK

A Fortune Between Records

For the past several years, WNEW has given *Make Believe Ballroom* birthday parties, with many of Martin's wax artists attending and participating in the flesh. This year the celebration was set for Feb. 3 at the Hotel Ambassador, New York, 5:30-7:30 p.m., regular afternoon period of the *Ballroom*, with Martin Block conducting the program from the party.

Hecker Spots

HECKER PRODUCTS Corp., New York, is using one-minute spot announcements one to four times daily on week-days on New York stations WOR and WEVD. Announcements are used as a copy test for Cream of Farina, with an 8-ounce package of the product distributed free to listeners. Maxon, New York, is agency.

'Vox Pop' On Tour

PENN TOBACCO Co., Wilkes-Barre (Kentucky Club) is completing arrangments for the origination of *Vox Pop* with Wally Butterworth and Parks Johnson from Mexico City on Feb. 13, and from San Juan, Puerto Rico, and Havana, Cuba, the succeeding weeks. Program currently heard Thursdays on CBS is produced at present by Ruthrauff & Ryan, New York, which handles the account.

Lease of WAPI Approved by FCC

Recapture Clause Is Deleted, Ending Long Litigation

CONCLUDING proceedings and litigation extending over three years, the FCC on Jan. 29 authorized the voluntary assignment of WAPI, Birmingham, under a lease agreement to Voice of Alabama Inc. The station is owned jointly by Alabama Polytechnic Institute, U of Alabama and Alabama College, and has operated under supervision of a joint board of control [BROADCASTING, Dec. 1, 1940, Jan. 1, Jan. 27].

Under terms of the grant, the schools will discontinue operation of the station but will retain ownership of the physical equipment. WAPI operates on 1140 kc. with 5,000 watts.

Objection Removed

The grant climaxes a three-year effort to secure FCC authorization for lease of the station to Voice of Alabama Inc., and serves to negate an appeal from an adverse FCC decision now pending in the U. S. District Court for the Northern District of Alabama.

The Jan. 29 grant was made shortly after a revised application had been filed, in which a recapture clause, the specific basis of previous FCC denial, had been eliminated. The new application also provided that voting rights in Voice of Alabama Inc. would be exercised under a voting trust agreement through the Birmingham Trust & Savings Co., instead of by officers of the lessee company.

Under this revised arrangement the 42% interest in Voice of Alabama Inc. held by Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, Fla.; the 13% interest of Thad Holt, general manager of WAPI; and the 45% interest of CBS is covered by the voting trust. The application provides for an 11½-year lease of the station at a cash rental of $1,125 per month plus radio time for the lessors amounting to one hour per week between 7 and 10 p.m. and one hour weekly before 6 p.m.

It is understood the same management and personnel will continue to operate the station, with Thad Holt remaining as general manager. The grant included leasing of WAPI's relay station, WAWT. The FCC also has set hearings on renewal of the WAPI license for Feb. 18, granting in part a request for continuance of the hearing from Jan. 27.

Market News

UPON the request of several Midwest stations, the U. S. Department of Agriculture has announced the appointment of Lance G. Hooks, marketing specialist in that area, to its Chicago staff. Mr. Hooks, operating from newly established headquarters in the Post Office Bldg., will give broader dissemination to the farm and market reports made available to the stations. The new service will be adjusted so that existing commercial programs covering farm markets will not be affected.

ASCAP Faces Consent Decree or Courts

Justice Dept. Ready to File Criminal Action if Decree Is Spurned

By SOL TAISHOFF

OUTMANEUVERED and out-performed at every turn by Broadcast Music Inc., a desperate ASCAP now is confronted with the painful duty of electing whether it will accept a consent decree from the Government, terminating its long reign as the music-dispensing monopoly, or face new criminal litigation already in draft form at the Department of Justice.

Despite a meeting Jan. 31 in Washington with ASCAP Attorneys Louis D. Frolich and Herman Finkelstein, Anti-Trust Division attorneys were prepared to file the criminal suit in Milwaukee next week. Only prompt acceptance of a consent decree, generally parelleling that signed by BMI in Milwaukee on Jan. 27, can forestall the new litigation. The fact that ASCAP last December rejected a far less stringent decree, abruptly ending protracted conversations with the Government, was viewed as indicative of its likely refusal to accept the BMI decree pattern.

Full text of the consent decree in the Government's proceeding against BMI will be found on page 22. Statements by Dept. of Justice and by NAB President Miller on page 45.

Threat Removed

Meanwhile, the signing of the BMI decree, to become effective only when similar restraints have been imposed upon ASCAP, either by consent or litigation, was hailed in the broadcasting industry as the most significant music event since the break in ASCAP-industry relations Dec. 31. As predicted by BROADCASTING, the provisional decree gives the industry ample time in which to develop a "pay-as-you-play" basis and clearance at the source, and at the same time eliminates the threat of protracted anti-trust litigation against elements in the industry.

The ASCAP attorneys met with Victor O. Waters, Special Assistant Attorney General in charge of copyright litigation, and his associates, during the afternoon of Jan. 31. The Department has made it abundantly clear that it does not propose to give ASCAP a preferred decree and that there has been no change in its announced intention of promptly proceeding against ASCAP. In addition to the specifications in the BMI decree, ASCAP presumably would be required to terminate its self-perpetuating board; radically revise its method of distributing royalties; and relax its rigid membership requirements —all of which, it has been contended, set it up as a music monopoly in violation of the anti-trust laws.

Mr. Waters is due in Milwaukee Feb. 3, along with counsel for BMI, at which time the BMI decree will be formally entered. When the decree was signed the preceding week, the court set Feb. 3 as the hearing date and only the technicality of actual signing of the legal document by Federal Judge F. Ryan Duffy remains to be accomplished.

Since no one legally has a right to participate in these proceedings, other than the direct parties (BMI and the Government) there is little chance of a hitch in the actual entering of the decree. It is expected that Godfrey Goldmark, BMI special counsel, who signed the decree last week, and possibly Sydney M. Kaye, BMI executive vice-president and general counsel, will be on hand for the final action.

Criminal Suit?

While no statement was forthcoming from the Department, it was expected, in the light of the Jan. 27 announcement, that Mr. Waters might file the criminal information against ASCAP at the same time. This presupposes that ASCAP does not come to terms on the voluntary decree during its newly opened conversations. The criminal information, a legal procedure obviating the more cumbersome grand jury indictment course, would seek dissolution of ASCAP as a monopoly in violation of the Sherman anti-trust laws. It would have no direct bearing on the civil suit against ASCAP pending since 1935 in the Federal District Court for the Southern District of New York.

ASCAP on the Run

Meanwhile, signs were plentiful that ASCAP is on the run. Skyrocketing of BMI sheet music sales, with a corresponding dizzy drop in popularity of ASCAP numbers not performed on the air, have precipitated serious controversies in ASCAP ranks. Complaints from listeners and from radio performers have practically ceased, with the increased popularity of non-ASCAP music. Even the industry die-hards were prepared to admit that ASCAP had been soundly thrashed, particularly with the consummation of the conditional decree, setting radio's music house in order as far as the Government is concerned.

More threats of infringement actions by ASCAP came, but not in the wholesale fashion originally predicted. ASCAP announced Jan. 29 that it had filed suit in the Federal District Court in New York against CBS for alleged use on Jan. 14 of an ASCAP song, "Don't Be That Way" by Benny Goodman over WEEI, CBS-operated station in Boston.

ASCAP also announced it had mailed a warning to stations that it regarded three songs in the BMI catalog as infringements of numbers in its catalog. It said that it would not bring suit on the basis of past use of the disputed numbers, but it would file actions if there are future performances by radio. BMI retorted it would continue to use the songs, asserting that ASCAP publishers "have been suing each other for years on every hit song and we cannot expect them to be any more ethical with BMI".

In formally announcing signing of the BMI decree, the Department said the corporation had agreed "not to engage in activities which the Department alleges would constitute violations of the Sherman Act". It explained that in order to avoid placing BMI at a competitive disadvantage, the decree will take effect only when similar restraints have been placed upon ASCAP either voluntarily or as a result of litigation.

As outlined in previous issues of BROADCASTING, the decree (published in full text on page 22) specifically provides for non-discriminatory licensing of BMI music, with provisions for per-payment use and for clearance at the source. The decree would not become effective until 90 days after ASCAP is brought in line with the clearance at the source provisions deferred nine months after that. In other words, a one-year grace period is authorized after ASCAP is subjected to the same terms.

Time to Produce

In a letter to the industry, NAB and BMI President Neville Miller, who has led the industry fight, said that from the industry's point of view the decree eliminates legal proceedings against BMI and other organizations in radio. It also "allows us to spend our time in productive work rather than in a long drawn out suit, sets a pattern to which ASCAP must conform, provides for 'payment for use' and clearance at the source—objectives for which we declared ourselves when BMI was organized, and allows radio time to adjust its affairs to take these steps in orderly fashion". He added that things in general "seem to be progressing satisfactorily".

Following the negotiation of the BMI consent decree, ASCAP Counsel Frohlich disclosed that he had been conferring with Mr. Waters for ten days in connection with the entering of a possible decree. He said that if the Department of Jus-

(Continued on page 45)

UNCLE SAM'S DECREE GETTER

Vic Waters, a Legal Veteran at 32, Directs the Proceedings in Music Controversy

A LITTLE MORE THAN a year ago, after constant prodding from high places, Assistant Attorney General Thurman Arnold, in charge of anti-trust matters, decided that special attention should be given to the Government's long-pending anti-trust suit against ASCAP. He selected from his legal staff Victor O. Waters, a then 31-year-old, 204-lb. lawyer with a reputation for getting things done.

Mr. Waters

While events did not transpire in the manner originally planned, it was this youthful attorney who handled the principal negotiations resulting in the Jan. 27 conditional consent decree with BMI signed in Milwaukee Jan. 27. He also is carrying on conversations with ASCAP on a similar decree and if they fail, he will be the principal in the filing of a criminal suit against the Society—probably in early February.

Long Negotiations

A native of Pawnee, Okla., Vic Waters received his A.B. degree at the University of Oklahoma in 1930 and his LL.B. in 1932. He practiced law and served as county attorney in Greer County, Okla., for four years. In 1935 he became a special attorney for the Department of Justice in Washington and early in 1939 he was designated a special assistant to the Attorney General, handling anti-trust work. He participated actively in the General Motors Acceptance Corp. case.

It was in December, 1939, that Assistant Attorney General Arnold assigned Mr. Waters to the ASCAP case, after it had been dormant virtually since its filing in 1935 in the New York Federal District Court. Several months ago Warren Cunningham Jr., special attorney, was assigned as assistant. It was after repeated negotiations with ASCAP counsel, which culminated in the proposed consent decree vetoed by the ASCAP board, that the Department decided to proceed along criminal lines against ASCAP, and BMI and the major networks. With the BMI issue settled by conditional decree, Mr. Waters now is devoting all of his attention to ASCAP, with instructions to proceed criminally in Milwaukee unless a decree is accepted.

All of Mr. Waters' conversations have been carried on under the immediate supervision of Assistant Attorney General Arnold and Holmes Baldridge, chief of the trial section of the Anti-Trust Division. Mr. Baldridge, a former special counsel of the FCC on the AT&T investigation, is well acquainted with communications and broadcast operations.

ASCAP Now Faces Showdown With Uncle Sam—*An Editorial*

WHEN ATTORNEYS for Broadcast Music Inc., and the Department of Justice signed the conditional consent decree in Milwaukee last Monday, ASCAP, as at present constituted, was dealt a mortal blow. Only a complete reversal of court edicts of the last dozen years in anti-trust cases can preserve ASCAP's existing status.

It is significant that the decree agreed to by BMI becomes effective only when similar restraints have been imposed upon ASCAP either by decree or litigation. The provisions of the decree conform with the precise demands of the broadacsting industry from ASCAP over the years—a pay-as-you-use basis with non-discriminatory treatment all down the line.

ASCAP may find it expedient, at this late date, to accept a decree of its own and essay to salvage something. But the terms of the BMI conditional agreement constitute the minimum requirements for ASCAP. And their application to that combine would spell the doom of its self-perpetuating board of directors, its arbitrary "membership" classifications and its high-salaried high command. More than likely, ASCAP will decide to take its chances on the criminal litigation which the Department of Justice proposes to introduce if the current new decree conversations again fizzle.

Ten years ago, when broadcasters first found ASCAP confronting them with a loaded gun, it was predicted that the copyright controversy would be settled on the courthouse steps. Six years ago, steps were taken in that direction with the filing of the still-pending anti-trust suit against ASCAP in the New York district courts. ASCAP's dilatory tactics and the application of pressures from amazing places effectively stymied the trial of that case.

It was only after a small but determined group of broadcasters and attorneys previously identified with the copyright controversy seriously swung into action, that the Government's interest in this suit was revived. Senator Wheeler, largely through the urging of Ed Craney, Montana broadcaster and arch-foe of ASCAP, finally goaded the Attorney General into action.

With the formation last year of BMI, and with ASCAP's comedy of blunders, the entire Tin Pan Alley course was altered. If BMI never accomplishes another thing (and it is already destined to become the No. 1 entity in music's new order), it has more than justified the confidence of its supporters, with the signing of the conditional decree.

ASCAP's biggest error was its illusion that the public would revolt against the non-performance of ASCAP music, and that broadcasters would be beaten to their knees by the pressure of listener reaction. It is now amply demonstrated that the public never has been interested in the ASCAP trademark, and that plenty of acceptable music is still available.

ASCAP's second colossal blunder was its refusal to accept the original consent decree offered it in December by the Department of Justice. It was relatively innocuous, and ASCAP could have lived under it. The test of public reaction might then have been unnecessary. ASCAP now knows it is not indispensable, and probably realizes that without radio performance its whole house will crumble.

It isn't all over yet. There are still headaches ahead over music. But thanks to ASCAP's folly, BMI's resourcefulness and ability and Uncle Sam's sound intervention, chaos has been averted.

FIRST COURT SUIT IS FILED BY ASCAP

ANNOUNCING "the first court action in the ASCAP-radio chain war", ASCAP on Jan. 30 revealed that Robbins Music Corp. had filed suit against CBS in Federal Court for the Southern District of New York. The suit charges that WEEI, CBS-operated station in Boston, broadcast without permission "Don't Be That Way", written by Benny Goodman, Edgar Sampson and Mitchell Parish and published by Robbins. Papers were served Jan. 30 on Joseph H. Ream, CBS secretary and general attorney, who told BROADCASTING he had no comment to make until he had seen the bill of particulars.

John G. Paine, ASCAP general manager, announced notice had been served on stations that three songs published by BMI are regarded as infringements of ASCAP compositions and that stations have no right to broadcast them. The pieces are: "I Hear a Rhapsody", BMI's most popular tune, by George Fragos, Jack Baker and Dick Gasparre, said to infringe "I Found a Dream" by Don Hartman and Jay Gorney; "I Look at You" by Melvin Thorner and Vin Gannon, said to infringe "My Heart Stood Still" by Rogers and Hart; "All I Desire" by David Lieberman, said to infringe "I Got a Guy" by Marion Sunshine.

More Spots for Spur

CANADA DRY GINGER ALE Co., New York, on Feb. 4 starts for 13 weeks three quarter-hours weekly on *Make Believe Ballroom*, on WNEW, New York. Product promoted is Spur, a beverage. The sponsor also has place 10 announcements weekly on WICC, Bridgeport, and a quarter-hour sports program on WFBM, Indianapolis. More stations may be added. Agency is J. M. Mathes Inc., New York.

Old Golds Test

P. LORILLARD Co., New York, will start a test campaign for Old Golds Feb. 10, featuring Benny Goodman's orchestra in a series on WJZ, New York, Mondays, 7:30-8 p.m. First radio advertising to be placed for Old Golds by J. Walter Thompson Co., newly-appointed agency for this product, the program will be expanded to network proportions if the one-city test proves successful. Agency is also preparing a comedy program, starring the Stebbins Boys, rural characters, which will be broadcast for a quarter-hour three times a week on the Yankee Network. The transcribed *Texas Rangers* programs are being discontinued as contracts expire, it was stated.

Larry Clinton to BMI

LARRY CLINTON, orchestra leader and composer, has signed a three-year contract with BMI, making available for broadcasting all material composed and arranged by him since Dec. 31, 1940, when his ASCAP contract expired. Contract makes immediately available to radio more than 20 Clinton originals and copyrighted arrangements. Composer of "The Dipsy Doodle" and other pop tunes, Clinton is also recognized as one of the leading arrangers of classic music in swing tempo. His "My Reverie", adapted from Debussey's "Reverie", was a leading sheet music and record seller.

BMI Gets Bell Catalog

BELL MUSIC Co., Chicago, announced Jan. 29 that Broadcast Music Inc. had acquired its catalog. Its first release comprises 16 tunes, hillbilly, western and standards. The company said several new popular tunes are being prepared for early release.

DeMoreland in Washington News

WESTERN UNION is changing its tune. ASCAP apparently has caught up with the telegraph company's famous singing messages, so the use of "Happy Birthday" was discontinued as of Feb. 1. The company says the tune had outlived its usefulness, but despite official denials in New York there are those doubting Thomases who say its all ASCAP's fault with its pesky license requirements. These folks say they wanted "justice for genius" from Western Union's enthusiastic, if cracked tenors. However, all singing messages won't be discontinued. The announcement said that WU was adding other tunes (BMI note) to its repertoire. May we offer as a suggestion the tune, "Practice Makes Perfect"?

WCOP, Boston, inaugurates a new program about railroads Feb. 2 titled *Rhythm on the Rails*. It will consist of music and railroading news and will be conducted by Jim Donovan.

Shubert Adapting Copyright Bureau

New Society Will Conform to Consent Decree of BMI

THE Performing Rights Society of the Theatre, recently organized under the aegis of J. J. Shubert [BROADCASTING, Jan. 27], is redrafting its licensing agreement form to comply with all the provisions of the consent decree entered into by BMI and the Department of Justice, according to Milton R. Weinberger of Klein & Weinberger, counsel for the Society.

Hundreds of applications for membership have been received from all sections of the country, Mr. Weinberger said, and in addition PRST executives have met with European writers, now in America and receiving no income from the foreign societies to which they formerly belonged, who may become affiliated with the Society.

Owns Grand Rights

The group's dual purpose is to encourage the production of popular music by young writers and to make available to radio the theatrical music to which the producers hold grand rights.

Grand rights generally cover performances of an entire production, or a condensed version of the whole thing, whereas the small rights, held by ASCAP for most theatrical music, cover performances of the individual songs. The weekly productions of the *Chicago Theatre of the Air* on MBS are broadcast under grand rights licenses and so have continued since Jan. 1 without interruption, although the individual numbers are licensed by ASCAP and so not available for network broadcasting. An ironic situation arose Feb. 1, when the *Theatre* presentation was *Naughty Marietta*, work of Victor Herbert, founder of ASCAP.

29,397,000 Homes Have Radio Sets

THERE are 29,397,000 U. S. homes with radios, 11,000,000 of them with "secondary" sets, according to estimates by O. H. Caldwell, editor of *Radio Today*, dealer trade journal. Mr. Caldwell estimates, in addition, that 8,000,000 auto radios are in use in this country, and that 1,800,000 battery portables are now used. His breakdown of homes with radios by States follows:

Alabama	406,000
Arizona	86,500
Arkansas	282,000
California	1,900,000
Colorado	259,000
Connecticut	448,000
Delaware	62,500
District of Columbia	172,000
Florida	328,000
Georgia	409,000
Idaho	107,000
Illinois	2,055,000
Indiana	895,000
Iowa	637,000
Kansas	405,000
Kentucky	547,000
Louisiana	328,000
Maine	225,000
Maryland	391,000
Massachusetts	1,140,000
Michigan	1,250,000
Minnesota	614,000
Mississippi	228,500
Missouri	905,000
Montana	122,500
Nebraska	313,500
Nevada	31,800
New Hampshire	134,600
New Jersey	1,123,200
New Mexico	67,900
New York	3,455,000
North Carolina	450,000
North Dakota	129,700
Ohio	1,815,000
Oklahoma	494,000
Oregon	309,000
Pennsylvania	2,430,100
Rhode Island	169,000
South Carolina	226,000
South Dakota	143,500
Tennessee	500,000
Texas	1,160,000
Utah	120,500
Vermont	96,200
Virginia	435,000
Washington	481,000
West Virginia	378,000
Wisconsin	677,000
Wyoming	54,000

ASCAP-Less Benefit

THERE WILL be no ASCAP music on the $10,000,000 Greek War Relief Fund benefit program under auspices of the new Hollywood radio-film committee of the Motion Picture Permanent Charities Committee. Scheduled for Feb. 8, the program will be carried over NBC Blue and MBS Sat., 8:15-9:45 p.m. (PST). Offer of ASCAP to waive penalties for use of its music on that program has been declined, according to Don E. Gilman, NBC Western Division vice-president. Titled *America Calling*, the program will originate from Grauman's Chinese Theatre in Hollywood with cut in from London and Athens. It will be shortwaved to Europe and South America. Louis K. Sidney, formerly radio director of MGM and now a film producer, is to produce the program which has attracted one of the greatest arrays of film and radio stars ever to face a microphone. Mrs. Franklin D. Roosevelt will be cut in to deliver an appeal for funds.

NATIONAL DRUG & CHEMICAL Co. of Canada Ltd., Montreal (gin pills), has started spot announcements featuring *Oddities in the News* on 26 Canadian stations. Account was placed through A. McKim Ltd., Montreal.

THEY WERE IN THE ARMY THEN

One of a Series

RECOGNIZE THESE men in khaki? All are prominent broadcasters today. Their names, and what they look like now, will be found on page 23.

Benny Again Wins Radio Editor Poll As Favorite Comedian, Favorite Show

JACK BENNY is the favorite entertainer of the country's radio editors, according to the tenth annual poll of preferences conducted by Alton Cook, radio editor of the *New York World-Telegram*.

As was the case a year ago, Benny won double honors from the radio writers, who voted him their favorite comedian and his program their favorite show. This is the ninth *World-Telegram* poll in which Benny has won the comedian award.

Lovers of Fun

Comedy is still the favorite type of program with the radio scribes, who ranked the Fred Allen show as second only to Jack Benny, with *Information Please* in third place, Bob Hope fourth and Fibber McGee & Molly fifth. The next five, however, show an appreciable increase in appreciation of classical music, with New York Philharmonic Symphony concerts ranking sixth, Detroit Symphony eighth and the program starring Andre Kostelanetz and Albert Spalding ninth in the poll. Seventh place was captured by *Lux Radio Theatre* and Kay Kyser finished tenth.

Dinah Shore, sultry songstress, was selected as the outstanding new star of the year and in the popular girl singer class was ranked second only to Kate Smith. Bing Crosby again topped the list of popular male singers, with Kenny Baker second and Lanny Ross third, as last year. Guy Lombardo retained his 1939 position as favorite band leader, closely pushed this time by Glenn Miller, who rose from fifth place in last year's poll to second this year.

Leading quiz show was again *Information Please;* Bill Stern headed the sports announcers and Don Wilson the studio announcers, while Raymond Gram Swing was chosen as favorite commentator. Ireene Wicker got the vote as best children's entertainer. Most popular dramatic program was *Lux Radio Theatre* and best 15-minute show was Fred Waring's daily Chesterfield broadcast. Lily Pons topped the classical singers and Toscanini the symphonic conductors. The description of the sinking of the Graf Spee was selected as the year's outstanding single broadcast.

Their Selections

The following breakdown lists in order all programs or artists receiving ten or more votes:

Comedians—Jack Benny 275, Bob Hope 230, Fred Allen 216, Fibber McGee & Molly 98, Charlie McCarthy 56, Eddie Cantor 22, Burns & Allen 10, Fanny Brice 10.

Quiz Shows—Information Please 269, Take It or Leave It 134, Truth or Consequences 78, Quiz Kids 77, Kay Kyser 66, Prof. Quiz 45, Double or Nothing 41, Battle of the Sexes 17, Ask It Basket 11.

Orchestras—Guy Lombardo 140, Glenn Miller 120, Wayne King 85, Fred Waring 83, Kay Kyser 79, Tommy Dorsey 54, Horace Heidt 42, Andre Kostelanetz 37, Eddie Duchin 25, Benny Goodman 18, John Scott Trotter 18, Raymond Paige 17, Artie Shaw 16, Mark Warnow 14, Orrin Tucker 12, Jimmy Dorsey 12.

Popular Male Singer—Bing Crosby 344, Kenny Baker 126, Lanny Ross 81, Dennis Day 53, Tony Martin 51, Barry Wood 29, Buddy Clark 25, Ray Eberle 17, Jack Leonard 16, Frank Munn 15, Dick Todd 13, Harry Babbett 11, Bob Eberle 11, Eddy Howard 11.

Popular Girl Singer—Kate Smith 165, Dinah Shore 150, Connie Boswell 139, Ginnie Simms 93, Frances Langford 52, Bonnie Baker 51, Yvette 39, Mary Martin 32, Judy Garland 31, Bea Wain 29, Virginia Verrill 26, Martha Tilton 14.

Sport Announcer—Bill Stern 300, Ted Husing 288, Red Barber 67, Bob Elson 37, Fort Pearson 28, Mel Allen 25, Sam Taub 19, Clem McCarthy 18, Sam Balter 12, Ed Thorgeson 11.

Commentator—Raymond Gram Swing 193, H. V. Kaltenborn 182, Lowell Thomas 142, Elmer Davis 105, Paul Sullivan 39, Wythe Williams 37, Walter Winchell 33, Fulton Lewis Jr. 27, Boake Carter 25, John B. Kennedy 19, Gabriel Heatter 18, Edwin C. Hill 14, H. W. Van Loon 13, Bob Trout 13.

Studio Announcer—Don Wilson 35, Harry Von Zell 26, Ken Carpenter 15, Milton Cross 14, Ben Grauer 12, Graham McNamee 6, Bob Trout 4½, David Ross 3.

Dramatic Program—Lux Radio Theatre 271, Helen Hayes 116, One Man's Family 74, Arch Oboler 73, CBS Workshop 53, Screen Guild 45, Edward G. Robinson 39, Aldrich Family 31, Silver Theatre 31, First Nighter 24, Sherlock Holmes 23, District Attorney 14, Cavalcade of America 14, Grand Central Station 11, Those We Love 11, Great Plays 10.

Children's Program—Ireene Wicker 163, Let's Pretend 110, Quiz Kids 85, Lone Ranger 63, March of Games 46, White Rabbit Line 38, Jack Armstrong 31, School of the Air 31, Bud Barton 25, Tom Mix 18, Damrosch Concerts 13, Uncle Don 13, Aldrich Family 12, Captain Midnight 11, Superman 10.

Classical Singer—Lily Pons 140, Richard Crooks 131, Lawrence Tibbett 67, John Charles Thomas 67, Margaret Speaks 58, James Melton 58, Nelson Eddy 51, Lucille Manners 39, Gladys Swarthout 38, Donald Dickson 37, Kersten Flagstad 35, Marion Anderson 29, Jessica Dragonette 22, Lauritz Melchoir 15, Jan Peerce 14, Grace Moore 13, Paul Robson 11, Ezio Pinza 11, Francis White 10.

Symphonic Conductor—Toscanini 281, John Barbecolli 10, Alfred Wallenstein 94, Leopold Stokowski 79, Andre Kostelanetz 60, Frank Black 55, Eugene Ormandy 41, Izler Solomon 21, Dimitri Mitropoulos 21.

Quarter-Hour Program—Fred Waring 168, Amos 'n' Andy 55, Walter Winchell 52, Easy Aces 50, Vic and Sade 47, Lanny Ross 39, Glenn Miller 34, Raymond Gram Swing 22, Lowell Thomas 21, CBS European News 16, H. V. Kaltenborn 12, Goldbergs 11, Tony Martin 11.

New Star—Dinah Shore 50, Yvette 19, John Barrymore 6, Ezra Stone 4, Carol Bruce 4.

Favorite Program—Jack Benny 145, Fred Allen 120, Information Please 119, Bob Hope 89, Fibber McGee & Molly 47, New York Philharmonic 40, Lux Radio Theatre 37, Detroit Symphony 31, Kostelanetz-Spalding 24, Kay Kyser 20, One Man's Family 20, Take It or Leave It 19, Aldrich Family 19, Toscanini 18, Helen Hayes 16, Hit Parade 16, Crooks-Speaks 16, Metropolitan Opera 14, American Town Meeting 13, Raymond Gram Swing 12, Edward G. Robinson 12, Walter Winchell 11, Fred Waring 11, Arch Oboler 10.

Outstanding Broadcast—Sinking of the Graf Spee 24, Fireside chat on Dec. 29 19, Election 9, Draft drawing 7, Murrow's air raid description 7, Willkie nomination 4, Roosevelt stab-in-back speech 4, Red Cross broadcast 4.

TRAMMELL EXTOLS ROLE OF SPONSOR

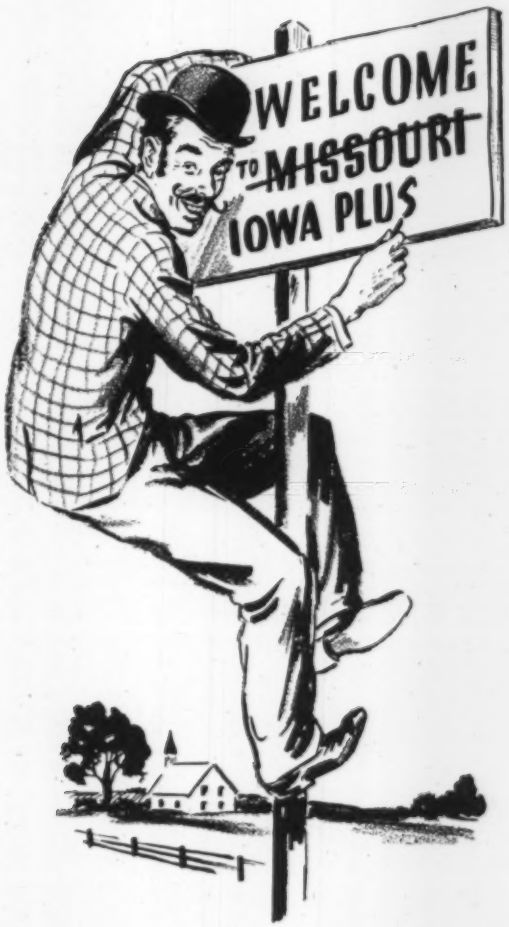
CONTRIBUTION of the advertising sponsor in the radio program is no less significant than that of the artist, musician, writer or newsman, Niles Trammell, president of NBC, told the 16th Women's Patriotic Conference meeting in Washington Jan. 28.

Mr. Trammell told the conference the sponsor's "support is the very fabric of the American system of broadcasting. His use of broadcasting as a sales force has provided the American people with the finest radio programs produced anywhere in the world. His investment of money in radio time has enabled us to give proportionate value to American listeners and to expand and to improve our public service broadcasts."

He said it is important that "no matter what emergency may arise, we maintain this fruitful cooperation; that we continue to give listeners the accustomed program service which has created a vast radio audience and a great radio industry."

Canada's Biggest Net

LARGEST commercial network ever produced in Canada, started on Jan. 31, 9-10 p.m. (EDST), with the Canadian Government's War Savings campagn on 59 Canadian stations, 49 carrying the program in English and 10 in French for five weeks. Production is in the hands of both Canadian Broadcasting Corp. and private station producers, the entire broadcasting industry working jointly on the campaign [BROADCASTING, Jan. 20]. Numerous commercial programs during February will carry plugs for the War Savings campaign, through which the Canadian Government hopes to raise $120,000,000 this year by means of pledged weekly savings. The account was placed by a committee of advertising agencies in Toronto.



"THAT BORDER WAS POSITIVELY VICTORIAN!"

● Old-fashioned politicians may view with alarm. Cartographers and geographers, peering dully through thick spectacles, may stick stubbornly to their dusty maps. But you know—and we know—that WHO is changing the economic border-lines of several Midwestern states!

Take Missouri. Recently 16 trained interviewers of Midwest Radio Surveys sallied forth into 16 counties of Northern Missouri. Working on approved "sampling survey" procedures they gathered some very interesting data that will help you to make your radio advertising *more effective*. It includes dependable figures, for instance, on the proportion of total listening done to that station mentioned as "listened to most", and a daytime listing by quarter hours of the four most popular stations . . .

The complete figures on this survey constitute a real *proof* that, so far as radio is concerned, a big slice of the Midwest is simply "Iowa Plus" . . . For the detailed analysis *write* us . . . or just ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

WAR IS REAL, very real, to British and Canadian announcers in London but the show must and does go on, day and night. Not at all downhearted are these radio folk as they work under trying conditions. In Broadcasting House, London, men and ladies of the mike catch a nap while a show is in progress (left photo) during an air raid. Pat Burke (at mike) sings while some of the BBC staff rest on mattresses; Gerry Wilmot, Canadian Broadcasting Corp. commentator, is in shirtsleeves holding script. In center photo R. T. Bowman (at left), in charge of the CBC overseas unit, works a show with A. E. Altherr, CBC engineer. In a church air raid shelter (right photo) is H. R. Pelletier, Montreal, in action under fire.

Burdett Silenced After Riot Story

State Department Intercedes: Brown Back on the Air

STATE DEPARTMENT, for the second time since Jan. 1, is making inquiries into the suspension of a CBS correspondent in Southern Europe. It was revealed in Washington Jan. 31 the Department had instructed the legation in Belgrade, Jugoslavia, to investigate the barring of radio facilities to Winston Burdett.

Cecil Brown, CBS Rome correspondent, was denied use of Italian facilities earlier in the month but was reinstated this week after intercession on his behalf by American diplomatic officials with high Fascist leaders.

Cabled Riot Story

Burdett's suspension followed a story he cabled to CBS in New York reporting serious rioting in Milan and other northern Italian cities. The story was broadcast by CBS Jan. 16 on its regular evening news summary, *The World Today*, and was distributed by leading press associations. The *New York Times* printed a similar story from its correspondent in Belgrade.

It is understood the Italian legation in Belgrade filed a protest with the Jugoslav government and a hearing was ordered at the Press Ministry which was attended by both American and Italian legation representatives. The *New York Times* reported Jan. 30 that its correspondent and Burdett were denied use of the international telephone for seven days by a decree of the Jugoslav Foreign Ministry. Burdett was denied use of radio facilities for an indefinite period.

CBS headquarters in New York was awaiting word from Burdett himself as to whether he would be allowed to return to the air. Network officials refused to comment on whether he would continue to file cables or radiograms from Belgrade if broadcasting privileges were denied or if he would be shifted to another post.

O'Cedar Placing on 27

O'CEDAR Corp., Chicago (polish) on Feb. 27 will start a schedule of five transcribed announcements a week on 27 stations. H. W. Kastor & Sons, just appointed agency for O'Cedar, placed the campaign.

Dapper John

JOHN PATT'S debonair styling of the masterpieces of Cleveland's best tailors brought its reward Jan. 30 when he was named as one of Cleveland's 10 best-dressed men. The selection was a double-header, coming from both the Ohio Retailer' Clothier's and Furnisher's Assn. and the Men's Apparel Club of Ohio. No other broadcasters were included in the selections.

More for Morrell

JOHN MORRELL & Co., Ottumwa, Ia. (E-Z Cut Ham), on Feb. 10 starts a five-weekly quarter-hour participation in *Around the Town*, featuring Ann Ginn, on WTCN, Minneapolis, while on the same date renews its thrice-weekly quarter-hour recorded program on WDAF, Kansas City, and its thrice-weekly participation in the *Bea Baxter* program, on KSTP, St. Paul. On Feb. 12 firm renews its twice-weekly participation in *Happy Kitchen* on KMBC, Kansas City, and on Feb. 13 renews its weekly five-minute participation in *Studio Party*, and two five-minute participations on Thursday, three on Friday and one on Saturday in the *Martha Ross Temple* program on WFBR, Baltimore. All contracts are for 26 weeks, except the one on KSTP which is for 29 weeks. Agency is Henri, Hurst & McDonald, Chicago.

Old Tunes Swing Back

THE SONG "There'll Be Some Changes Made," written in 1923 has joined "Oh! Johnny", "Maybe", "Mexicali Rose" and other songs which have come back into public favor after lying dormant for years, BMI reports. Made available for broadcasting by the BMI contract with E. B. Marks Music Co., "Changes" appeared on the *Hit Parade* Jan. 25 and since then has had heavy sheet music and record sales. Although its original popularity with the public did not last very long, the piece has been a favorite of swing musicians and has been recorded many times, by Benny Goodman, Mildred Bailey and Bunny Berrigan, among others.

Radio Advisory Group Formed Within BBDO

BBDO, New York, to facilitate administration of its radio department, has created an executive committee, headed by Arthur Pryor Jr., BBDO radio director. Other members are C. M. Underhill, recently advanced to post of assistant radio director, and C. E. Midgley, business manager of the radio department.

Functioning under the executive committee will be a newly-organized "development committee" with C. M. Underhill as chairman assisted by Henry C. Klein, William Spier, and Kay Winn. The latter committee will work out new ideas, develop new radio shows, and investigate new talent, submitting periodic reports to the executive committee.

Wrigley's Army Serial

WILLIAM WRIGLEY Jr. Co., Chicago (gum), on Feb. 2 increased its Sunday airing from 25-minutes to 45-minutes with the inauguration of a new 20-minute dramatized serial *Dear Mom* on 19 CBS stations. Gene Autry's *Melody Ranch* is heard from 5:30-5:55 p.m., while the new series is heard from 5:55-6:15 p.m. (CST). *Dear Mom* is built around life in an Army camp and the Adventures of Homer and Red are dramatized as Homer pens them to his "Dear Mom". John Walsh, Chicago radio actor, plays the part of "Homer Stubbs", Dolph Nelson, his chum "Red", and a hard-boiled sergeant is played by Marvin Mueller. The series originates in Chicago. Agency is Arthur Meyerhoff & Co., Chicago.

Swift Adding

SWIFT & Co., Chicago (smoked meat products), on Feb. 8 will add four stations to its *Breakfast Club* program making a total of 67 NBC-Blue stations, Thursday, Friday and Saturday 8:30-8:45 a.m. (CST) [BROADCASTING, Jan. 27]. Stations to be added are WFBC, Greenville, S. C.; WISE, Nashville; WOPI, Bristol, Tenn.; WKPT, Kingsport, Tenn. Agency is J. Walter Thompson Co., Chicago.

RADIO Corp of Annapolis, applicant for a new local in Annapolis, Md., has voluntarily dismissed its application.

Budget for FCC Passed by House

Record $4,259,729 Provided In Appropriation Bill

PROVIDING funds for FCC operations during fiscal year 1942, the House on Jan. 31 approved a record FCC appropriation totaling $4,259,729 in passing the Independent Offices Appropriation Bill. The House accepted without amendment the recommendation of the House Appropriations Committee for the record-breaking appropriation, despite efforts of Reps. Taber (R-N.Y.) and Bender (R-O.) to cut the appropriation on the House floor. The bill goes to the Senate Appropriation Committee early the week of Feb. 3 and it is expected Senate action on the measure will be rushed before consideration of the lend-lease bill.

Granting to the FCC of the full amount of budget estimates for fiscal 1942 presages broadened FCC activities. Included in the $4,259,729 appropriation is $2,315,229 for salaries and expenses, $24,500 for printing and binding and $1,920,000 for national defense activities [BROADCASTING, Jan. 13]. Apart from a $500 decrease in the printing and binding item, all other categories of FCC operations will have increased funds under the new appropriation. The salaries and expenses item represents an increase of $138,889, indicating that emphasis will be on action during 1942.

Defense Work Grows

The $1,920,000 specifically appropriated for national defense operations in the communications field will be used to carry on the work started during fiscal 1941 under a $1,600,000 grant received from Presidential war emergency funds. The bulk of the new appropriation for these activities will go for salaries and expenses of augmented personnel, since much of the extra equipment needed was purchased out of the original Presidential grant.

The increase in the salaries and expenses item is to be used primarily for establishing two new field offices for accounting purposes, operation of two new mobile laboratories, placement of telephone regulation personnel on a full-year basis, reallocation of personnel approved by the Civil Service Commission.

FCC Methods Draw Criticism, Investigation Again Advocated

Wigglesworth Revives Old Favorites in the House; Committee Hearings Cover Many FCC Policies

By LEWIE V. GILPIN

FURTHER agitation to investigate the FCC appeared in the House Jan. 29 during debate on the Independent Offices Supply Bill, which includes a record $4,259,729 appropriation for FCC operations during fiscal 1942. Rep. Wigglesworth (R-Mass.) and others waded into various aspects of FCC actions during the last year (see page 16).

Continuing the same line of general and specific criticism he followed Jan. 8 during hearings on the FCC appropriation before the House Appropriations Committee, Rep. Wigglesworth rattled several old skeletons in holding to the need for a thorough investigation of the agency.

Repeats Charges

Briefly covering much of the ground gone over during the committee hearing, Rep. Wigglesworth in effect charged the FCC with fostering monopoly, permitting trafficking in licenses, opening itself to political pressure, misusing funds and allowing itself to be controlled by "bureaucrats." Rep. Taber (R-N. Y.) joined him in branding the FCC as "the most glaring example of an incompetent setup."

The Appropriations Committee report, released Jan. 29 as the House took up the appropriation measure providing funds for independent Federal agencies, indicated comparatively mild treatment of the FCC, perhaps the mildest since the agency's organization. However, several points drew fire from committee members.

Among these were the purchase of 13 FM-combination radios by the FCC, installed for "test purposes" in the homes of FCC officials; alleged monopoly charges brought out during hearings last year on the reappointment of former Commissioner Thad H. Brown; the WMCA license transfer, which allegedly involved not only trafficking in licenses, but also improper participation by former FCC employes and purported White House influence.

The WMCA transfer brought protracted questioning from committee members, particularly Rep. Wigglesworth, with FCC Chairman James Lawrence Fly and Commissioner Case supplying the bulk of the answers. Interpreting the testimony presented under questioning in the committee, Rep. Wigglesworth declared in the House:

"It appeared that the transfer was approved in a matter of days when most of them require several months for approval; that it was approved despite lack of information that the Commission had requested; that it was approved despite charges of coercion of which members of the Commission had information; and that it was approved without any hearings on the merits of the case, despite the position taken by at least one member of the Commission that a hearing should be had before action. The interest of the White House in the transfer is notable, particularly in view of the alleged eventual ownership."

White House Interest

Questioned regarding White House interest in transfer of the station from Donald Flamm to Edward J. Noble, former Civil Aeronautics Authority head and Undersecretary of Commerce, Commissioner Case stated that he had received telephone calls from Brig. Gen. Edwin M. Watson, a Presidential secretary, and Rudolph Forster, White House executive clerk. He said the latter "called me and said that any rumor to the contrary notwithstanding, the White House was not interested in this, in any way, shape or manner.

(*Continued on page 49*)

FCC'S NIGHT WORK
Wigglesworth Taunts Buying Of Sets for Homes

WITH caustic reference to "night work" by FCC officials, Rep. Wigglesworth (R-Mass.) on Jan. 29 during debate on the Independent Offices Appropriation Bill, which includes increased FCC funds for fiscal 1942, took issue with the FCC's purchase of 13 FM-combination radio receivers to conduct home tests of FM transmissions in Washington. Purchase of the sets, which were installed in the homes of FCC officials, was revealed during hearings before the House Appropriations Committee, released when the appropriation bill came up for debate in the House.

The receivers, of which an "incidental feature" was a phonograph turntable, cost about $150 each and were purposely installed in the homes for test purposes, according to an explanation to the committee by FCC Chief Engineer E. K. Jett. He pointed out that the home installations were desirable to provide the necessary quiet for good reception and proper antenna facilities, with the phonograph turntable offering an opportunity for comparing FM transmissions with actual phonograph records.

Commenting briefly during a diatribe against the FCC in general, Rep. Wigglesworth declared: "It developed in the hearings that some 13 radio and phonograph sets had been purchased out of the funds of the Commission at about $150 a throw, and that those sets have been installed in the homes of the Commissioners and other officers. This is no doubt in order that they can do their night work better, particularly with the phonograph records. The Commission denies that any other similar comforts have been provided to date out of the funds of the Commission for its members or officers."

Bristol-Myers Signs WLWO

FOUR weeks after signing a 13-week contract with WLWO, Cincinnati, Crosley shortwave station, Bristol-Myers Co., New York, signed a new contract Jan. 30 with the station for 52 weeks. Like the former contract, it calls for seven 15-minute news broadcasts in Spanish each week. Boclaro Adv. Agency, New York, handles the account.

Committees Picked For NAB Session

Merle Jones Named Chairman, With Burbach as Assistant

COMMITTEES for the 19th annual convention of the NAB, to be held May 12-15 at the New Jefferson Hotel, St. Louis, were selected Jan. 29 when C. E. Arney Jr., assistant to NAB President Neville Miller, and John J. Gillin Jr., 10th district director, met with the convention city broadcasters.

Merle Jones, general manager of KMOX, previously named acting chairman of the convention committee, was named permanent general chairman. George M. Burbach, general manager of KSD, was appointed assistant general chairman.

The Housing Committee, which will have charge of hotel reservations, consists of Ray E. Dady, KWK, chairman; Rev. W. A. Burke, WEW; Elzey Roberts Jr., KXOK; Frank Eschen, KSD; Arthur Casey, KMOX.

Heading the Entertainment and Reception Committee is William H. West Jr., as chairman. Others include Bart Slattery, WIL; Robert T. Convey, KWK; Chester G. (Tiny) Renier; Nicholas Pagliara, WEW.

Facilities for Exhibits

The Exhibits Committee consists of Clarence G. Cosby, KXOK, chairman; Edward W. Hamlin, KSD; Lester A. Benson, WIL. Under the new NAB rules, exhibitors must be associate members of the trade association to procure exhibit pace or maintain headquarters in the hotel.

Howard O. Peterson, WOW, was named chairman of the Station Promotional Displays Committee. Chic Allison, WLW; Robert Samson, KWK; J. Soulard Johnson, KMOX, are the other members.

Co-chairman were named for the Golf Committee. They are Robert Richardson Jr., KWK, and Roy Stockton, KSD, who is also sports editor of the *St. Louis Post-Dispatch*. The NAB golf tournament for the BROADCASTING trophy will be held Monday, May 12, the opening day of the convention.

Looking forward to what will probably be the largest attendance in NAB convention history because of numerous industry problems, with copyright and radio's part in the national defense structure being of paramount importance, and the central location of the convention city, the local committees and the Convention and Publicity Bureau of St. Louis, headed by Fred Rhein, promise also one of the most entertaining of all conventions. A special program of social events for women is on the agenda.

RESULTS and plenty of them are desired in 1941 by Colonial Network and 40 representatives of the network's 19 New England stations were told how they can be acquired at a Jan. 28 meeting in Boston. The sessions will be held regularly said Linus Travers, Colonial vice-president of sales and production. Seated (l to r) are Quincy L. Brackett, WSPR, Springfield; Ivon Newman, WNLC, New London; Gerald J. Moray, WNLC, New London; S. R. Elman, WATR, Waterbury; Robert Donahue, WLLH, Lowell-Lawrence; John Libby, WCOU, Lewiston-Augusta. Standing, second row, William Warner, WAAB; George Steffy, WAAB-Colonial; James L. Spates, WHAI, Greenfield; Glover Delaney, WTHT, Hartford; Jack Atwood, WRDO, Augusta; James Milne, WELI, New Haven; Mr. Travers; Earle G. Clement, WLNH, Laconia, N. H.; Al Moffat, WLLH. Standing back row, Wm. Eynon, Colonial; Malcolm Parker, WEAN, Providence; James J. Gavigan, WHAI, Greenfield; Robert Bartley, Colonial Network; Thompson L. Guernsey, WLBZ, Bangor; Philip Weiss, WSYB, Rutland; Gerald Harrison, Colonial. Meeting was held in Kenmore Hotel.

Pierce's Adds

PIERCE'S MEDICINES Inc., Buffalo (Favorite Prescription), on Jan. 27 added five stations carrying its varying schedule of one-minute transcribed announcements making a total of 35 stations being used [BROADCASTING, Jan. 27]. Stations added are WSAI, Cincinnati; WHIO, Dayton; WFBM, Indianapolis; WHKC, Columbus; WSPD, Toledo. Agency is H. W. Kastor & Sons, Chicago.

FCC Orders Hearing on Video Report

Industry Group Urges Standards Similar To Prior Basis

COMMERCIAL OPERATION of television upon standards similar to those advanced last year by RMA, with an image of 441 lines and 30 frames interlaced, was recommended to the FCC Jan. 27 by the National Television System Committee.

Delivering its first "progress report" to the FCC at an informal public meeting with Commission members, the NTSC, made up of leading technical radio figures representing both RMA members and other radio manufacturers, recommended substantially the same standards under which the visual broadcasting art has developed during the last several years.

A Formal Hearing

On Jan. 28, following the conference, the FCC announced that a formal hearing will be held March 20 to consider the various engineering standards suggested and to set a starting date for commercial television operations. Commenting on the meeting at the time of the hearing announcement, FCC Chairman James Lawrence Fly declared:

"I believe that the results of the committee's work, which were presented to the Commission in the informal conference, form a basis upon which the Commission can move to the definitive questions of standardization and commercialization." He also indicated that he was particularly optimistic about television possibilities after participating in the Jan. 24-25 "television tour" [BROADCASTING, Jan. 27].

The principal change recommended by the NTSC, following several months of intensive study of the technical television situation, called for use of frequency modulated transmission of the aural signal, with the visual and synchronizing signals still employing amplitude modulation. Although several other changes were noted in the 22 transmission standard recommendations advanced by the RMA-industry committee, these represented readjustments of previous standards rather than new bases of technical operation.

As expected, color television drew much attention at the Jan. 27 meeting, both from Chairman Fly and NTSC members. Although the committee refrained from recommending any definite standards for color broadcasting, since the best-known color system was brought out by CBS only a few months ago, after the NTSC had started its work, it left the door open for operation of visual broadcasting in color without discommoding black-and-white broadcast activity.

Enthusiasm was shown by NTSC members for the CBS system, developed under direction of Dr. Peter C. Goldmark, CBS chief television engineer, but it was indicated that the CBS system, as well as other color systems, should ge given extensive tests in the field before standards are set for commercial operation.

Opening the Jan. 27 conference, Chairman Fly noted the origin of the NTSC to attempt to formulate acceptable television standards after the industry earlier had become "divided against itself" and commented that "the manner in which the industry has turned to this problem can justify us all in taking pride."

Many Meetings

Directing presentation of the NTSC report, Chairman W. R. G. Baker, of General Electric Co., introduced each of the nine panel chairmen of the committee, who in

(*Continued on Page 36A*)

CONTEMPLATING lighter aspects of television are these two visual broadcast personages—Adrian Murphy, CBS executive director of television (left), and Allen B. DuMont, of the television laboratories bearing his name.

Preparation for Television in Color Seen as Recent Progress Is Studied

COLOR television, newest development in visual broadcasting, will bear much of the burden in putting television across to the public. This appears certain in view of the attention given color broadcast systems, particularly that recently developed by CBS, by the National Television System Committee and the FCC.

With color admittedly adding to the enjoyment of television viewing, it is felt that after the various systems have been thoroughly tested in the field, standards for commercial operation of color television should be set up to dovetail with black-and-white visual broadcast standards.

Fly Interested

A highlight of the Jan. 27 FCC conference on television, at which the NTSC presented its recommendations for technical operating standards for black-and-white television, was the interest shown in color television by FCC Chairman James Lawrence Fly, along with other members of the FCC, and NTSC members. A typical observation was voiced at the conference by Dr. A. N. Goldsmith, chairman of NTSC Panel No. 2, which considered the psychological and physiological questions related to television operations and service: "The radio listener today is blind. When television comes, we give him sight. With color television we take away his color blindness."

As part of its studies, NTSC's Panel No. 1 undertook a survey of NTSC members to get their impressions of the color television demonstrations conducted by CBS, under direction of Dr. Peter C. Goldmark, CBS chief television engineer. A summary of the comments, appearing in the panel's report filed with the FCC, stated the NTSC attitude on color television:

"The recent demonstrations given by CBS were impressive, and confirmed that the addition of color to the television picture increases the enjoyment to be derived from it. It is recommended that investigation be continued on color for a 6 mc. channel and that nothing be done knowingly to rule out color in the setting of standards for the Group A television channels. However, it is felt that black-and-white standards should be set first, or at least not compromised for color. A large proportion commented that color has not been sufficiently field-tested to permit commercial standardization."

Color Preferred

A summary of individual answers to the comprehensive questionnaire distributed to NTSC members during the survey indicated that so far as color aspects were concerned, the great majority of the persons polled preferred color television as demonstrated by CBS to black-and-white television under present standards. Other indications, in regard to color aspects, were:

Addition of color increases the entertainment value of televised pictures; opinion is divided as to whether color means more to televised than to moving pictures; the greater majority considered the color quality as demonstrated by CBS acceptable to the public and agreed that color adds to apparent resolution; opinion was about equally divided as to whether the apparent resolution of color television is greater or less than black-and-white of the present standard, indicating a consensus that the apparent resolution is about equal in both cases; there still was considerable doubt among observers whether the apparent resolution is satisfactory, and most agreed that without the color resolution would not be acceptable; brightness generally was considered acceptable.

As to receiver requirements, the summary indicated: Almost all members agreed the public will pay more for color receivers than for black-and-white receivers, although it was believed receivers for exclusive black-and-white reception also should be marketed, and that consequently color reception should not be enforced; opinion was divided on whether all black-and-white receivers should be able to receive color transmission in black-and-white.

Most members believed that introduction of experimental color transmission would make the sale of black-and-white receivers more difficult if they are not able to receive color transmissions in black-and-white, but opinion was about equally divided as to the probable effect if they are able to do so; most did not believe that experimental color transmission would hamper the commercial progress of television generally. Opinion went definitely against ready convertibility from black-and-white to color reception, with the majority also against the general adoption of a flexible construction of television receivers so as to make reception of color in black-and-white possible.

Regarding transmission standards, the summary showed: A majority favored allowing color transmission in Group A channels, but several wanted it permitted only experimentally for the time being; opinion was divided as to whether 6 mc. band width is adequate for color transmission, and the majority favored allocation of special channels with a greater band width for color transmission. Almost all members answering the questionnaire opposed adoption of any transmission standards for color television at present, and the majority even opposed considering any standards now; most of the members answered negatively the question whether standards for black-and-white should be influenced by color television considerations, and two suggestions for compromising black-and-white and color transmission standards were rejected by a still larger majority.

FM License Is Granted to Canadian Marconi Co.

AN EXPERIMENTAL FM license has been granted to Canadian Marconi Co., Montreal, the first issued for FM broadcasting in the Dominion. Construction of the station has not yet been started. The license allows experimental use of the station, with all programs supplied by Canadian Broadcasting Corp. The CBC has not yet decided whether it will retain FM broadcasting for itself or throw it open to stations owned by independent operators. The call of the FM station will be VE9CM on a frequency of 43.7 mc. The license calls for 2,000 watts.

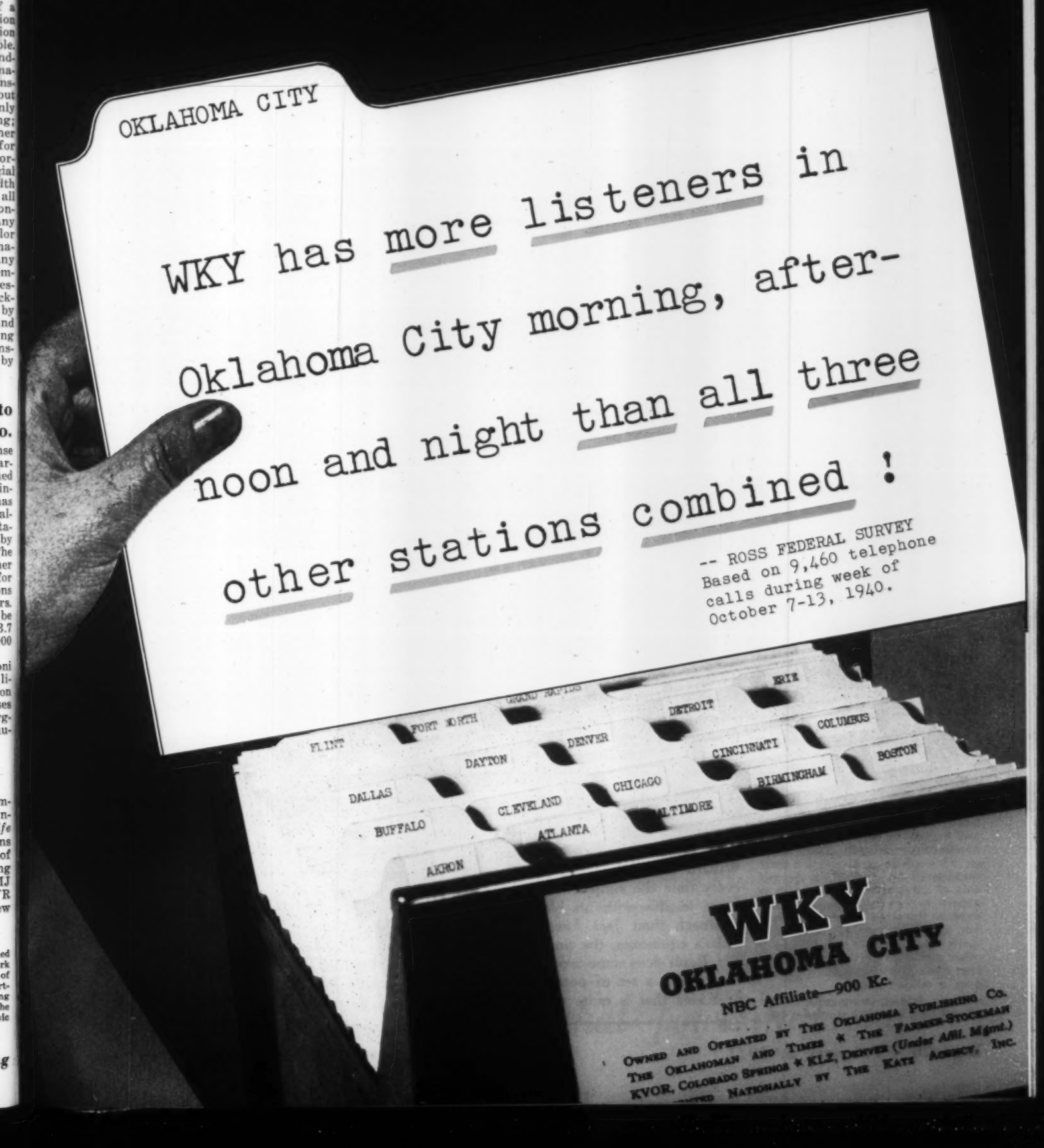
In addition Canadian Marconi has been given a 25-watt FM license for use with the construction of FM receivers. Similar licenses have been issued to Stromberg-Carlson and Rogers receiver manufacturing companies in Toronto.

Spry Also on Discs

LEVER BROTHERS Co., Cambridge is rebroadcasting via transcription *Aunt Jenny's Real Life Stories*, heard on 66 CBS stations at 11:45-12 m. in the interest of Spry shortening. Stations airing the transcriptions are WHO WTMJ WTAM KDKA WGY KFYR WLW. Ruthrauff & Ryan, New York, is agency.

WICC, Bridgeport, was incorrectly listed as an addition to the Basic Blue Network in BROADCASTING, Jan. 27, in the report of NBC-Blue's new rate card. WNBC, Hartford, should have been listed as moving from the Blue supplementary list to the basic Blue network. WICC has been basic Blue for some time.

What More Is There to Say?



Millions That Daylight Saving Loses

Timebuyer Proffers a Suggestion to Relieve Semi-Annual Agonies

By JACK LAEMMAR

Lord & Thomas, Chicago

IN THREE MONTHS (April 27) radio will go through its semi-annual headache of rearranging practically all of its programs because of Daylight Saving Time. There is nothing quite so disconcerting as the lost motion involved in this unproductive action, but where it hurts most is in the cash drawer. Time change is actually money out of the pockets of radio stations.

Mr. Laemmar

On the spur of the moment I can think of four advertisers whose programs I have been privileged to service, who—primarily because of time change—either discontinued their programs earlier in the spring or returned to the air later in the fall.

More Than 13

There are certain advertisers who, because of the nature of their products or because of other reasons, prefer to remain off the air during the summer months. In radio parlance "off-for-the-summer" would, under normal conditions, mean a lay-off of 13 weeks. Yet, what incentive is there for an advertiser who has the time of his program changed the last of April, to continue for four weeks when he would normally go off the air. Most of the four weeks would simply be building the audience for the new time. The advertiser, therefore, may start his summer advertising vacation one month earlier. This means a loss of one month's revenue. The same situation applies in the fall. Why should an advertiser reinstate his program Sept. 1, only to have the time changed Sept. 30?

Aside from the actual revenue lost by radio stations because of time change, there is also the factor of lost labor in re-scheduling programs twice a year. I have been told by station managers that it is necessary for them to devote practically their full time during April and September each year simply to handle time changes. Time spent on this unproductive operation must necessarily be charged to the red side of the ledger. Of course, it is almost impossible to estimate the expense involved in time change, but the consensus of those who know the answers to numerous other problems is that the operation costs the radio industry well over a million dollars.

From station managers on the West Coast come the stories of how for seven months of the year they build up the 5-6 p.m. period as the "kid show" hour, only to have evening network shows spoil the effects of this work because they are heard one hour earlier during Daylight Saving Time.

We surely do not mean to condemn the practice of observing Daylight Saving Time. In fact, it is a God-send particularly to large communities. We do believe, however, that there should be a solution to this major problem of commercial radio.

The possible solution discussed herein is not original but I believe we have been able to shed some new light on the effects of the solution and on its practicability in operation.

Two Ways Out

Assuming that Daylight Saving Time will remain with us, there are really only two methods by which the problem can be solved: The entire country could be operated on Daylight Saving Time; or radio could observe Standard Time. One can immediately comprehend the immensity of the first solution and we may dispose of it by merely stating that at the present time it would be impractical to approach the problem from this angle.

Can radio observe Standard Time? We say it can, and in this way radio can eliminate, or at least reduce, one of its most expensive and non-productive practices.

Contrary to what one might think, the number of radio homes affected by Daylight Saving Time is only 28% of the total radio homes in the country—this, despite the fact that such metropolitan areas as New York, Chicago, Boston, Philadelphia and other large metropolitan areas advance their clocks each April. The 28% figure is based on a projection of radio ownership against population

(*Continued on page 36*)

Advertisers, Agencies and Listeners Suffer From Program Shifts

By WILLARD D. EGOLF

Commercial Manager, KVOO, Tulsa

FIRST, let it be understood that I am speaking in none of my capacities with the Advertising Federation of America or the National Assn. of Broadcasters. This is personal, although I am sure that I do not stand alone in my position.

Mr. Egolf

W. E. Heuermann, Assistant Advertising Manager of J. A. Folger & Co., in the May 15 issue of BROADCASTING and again in the Oct. 18 issue of *Printers' Ink*, accused radio of being ungrateful to its advertisers by observing Daylight Saving Time. Mr. Heuermann registered a gentlemanly protest, seeking to feel out the industry on this subject. I was not surprised at his politeness. Mr. Heuermann probably suspects what most of us know, that the industry has no feeling on this subject. As a group, we don't feel anything. Chastising radio about Daylight Saving Time is like cursing a dumb animal.

Out of Radio's Pocket

Reports filter in that station men go raving mad during change of time each spring and fall, but this has not been confirmed by any concerted action on the part of the industry, which should follow such agitation, one would think. It may be that our maniacal babblings at such times cannot be congealed into anything intelligible.

Let's try something more business-like, such as the fact that Daylight Saving Time cost radio approximately $684,101 in 1937, $1,420,814 in 1938 and $809,896 in 1939. This represents lost revenue for the months of September, because radio continues to call "time-out" for a full month after the rest of the advertising and consuming world has resumed its normal fall schedule on Sept. 1.

Most amusing is the fact that the networks, which have cuddled this change of time since its inception, lost $481,801 of the above amounts in 1937, $789,014 in 1938 and $581,896 in 1939. Not a bad price for their fun!

The balance of the loss was sustained in national spot time sales. Local sales are not included in any of my calculations.

Network affiliates, however, absorbed a great part of the network loss, so it's back on the stations again, as usual. If you divide the total loss in revenue evenly among the network affiliates, you find that each affiliate lost approximately $2,000 in September of 1939 alone, with corresponding losses in September for each of the other years.

Many of you must be wondering, "Where do you get those figures?"

Elementary, gentlemen, elementary!

Newspapers, for Instance!

Newspapers are an infallible index of advertising trends. Allow me to reproduce the vital portion of a study of national newspaper advertising in 52 cities, from Media Records Inc., showing the August and September monthly percentages of each year's total business in the three years, 1937, 1938 and 1939:

	%1937	%1938	%1939
Aug.	7.4	7.0	7.2
Sept.	8.3	8.5	8.1
Sept increase Over Aug. (% of entire year)	.9	1.5	.9

A glance reveals that, for the newspapers, September averages better than August by more than 1% of the entire year's volume. For the newspapers, these increases in September actually meant added national advertising billing of over $1,000,000 a year for each of the three years, 1937, 1938 and 1939. Note that I say added billing. Those figures are simply the increase over August, computed in national advertising alone, based on total national advertising statistics for all newspapers.

Network Percentages

Let's look at the percentage table of gross network time sales for the same periods:

	%1937	%1938	%1939
Aug.	7.0	6.3	7.1
Sept.	7.2	6.7	7.3
Sept. increase over Aug. (% of entire year)	.2	.4	.2

Now for the gross national spot time sales, based on stations re-

(*Continued on page 38*)

NOBODY gets hotter under the collar than a commercial manager or a timebuyer when the semi-annual time-changing orgies approach. No commercial manager has more trouble with his blood pressure in those trying times than KVOO's Willard D. Egolf, whose trenchant pen is genuinely inspired every time the subject is brought up. And no timebuyer has more trouble with his blood pressure when spring and fall approach than Jack Laemmar. Right now, midway between radio's equinoxes, the time is ripe for a perusal of the issues. Mr. Egolf does some aromatic perusing as he fortifies his arguments with a set of potent figures. And Mr. Laemmar has a neat idea that is quite worthy of some careful consideration.

how to be a two-timer . . . and succeed

Modern radio selling in a market as complex and diversified as Greater-New York demands more than a single exposure of your message on one major station.

You don't have to look beyond the next paragraph for proof of that.

In 1939 twenty-six sponsors used WOR in addition to a major station outlet in New York. In 1940 forty-seven sponsors used WOR in this same manner. An increase, you'll notice, of 81%.

These WOR plus-programs are not only increasing sales, they're building audiences as great and, in many cases, greater than the same programs attract on other major stations.

We've proved these points and surrounded them with some other very astonishing facts in a presentation called, "The Story of Plus-Programming on WOR." A copy will be sent—free, of course—to all advertisers or their agents who get in touch with WOR at 1440 Broadway, in New York.

WOR

that power-full station

Reynolds Resigns To Head WKWK

Leaves Commission to Take Over Wheeling Station

LEAVING the regulatory branch of radio after a decade to enter actual broadcast operations John B. Reynolds, Assistant Secretary of the FCC, formally resigned Jan. 27 to become general manager of the new WKWK at Wheeling, W. Va. While he left the FCC as of that day, his resignation will not become effective until spring, upon expiration of accrued Government leave.

Appointment of Mr. Reynolds' successor from the present FCC staff is expected. Among those considered by the Commission are William P. Massing, chief of the License Division; Theodore L. Bartlett, administrative assistant to General Counsel Telford Taylor, and Nicholas F. Cureton, chief of the FCC Service (Procurement) Division. All three are veteran FCC employes.

An FCC Veteran

In 1930 Mr. Reynolds, a native of Minnesota, joined the former Radio Commission as Assistant Secretary under Secretary James W. Baldwin. Regarded as an expert on administrative, budget and personnel matters, he has served continuously as Assistant Secretary since that time.

The new Wheeling station, a local, is owned principally by Joe L. Smith Jr., son of the Congressman from West Virginia and operator of WJLS, Beckley, W. Va. The station is expected to go on the air sometime in April, operating on 1370 kc. with 100 watts.

Mr. Reynolds has been in the Government service for nearly 20 years. He came to Washington after two years in France as an Army engineer. He was first Superintendent of the State-War Navy Bldg. and in 1924 went to the Department of Justice as Assistant Chief Clerk, later becoming an examiner and Department representative with the U. S. Attorney at Brooklyn. He joined the Radio Commission in May, 1930 as Assistant Secretary.

Coast Paint Series

NATIONAL LEAD Co., San Francisco (Dutch Boy paints) on Feb. 20 will start sponsorship of *Answer Auction* quiz show with Tom Brennan as m.c., Thursday, 9:30-10 p.m. for 30 weeks on nine CBS-Pacific Coast and Salt Lake stations (KSFO KNX KARM KROY KOIN KIRO KVI KFPY KSL). Program will originate at KNX, Hollywood. Agency is Erwin, Wasey & Co., San Francisco.

Studebaker News

STUDEBAKER Corp., South Bend, in January started a 13-week varying schedule of 2 to 6 weekly 5, 10 and 15-minute news periods on 20 stations. Selected stations are WCFL WGN KWKH WTCN WCCO KSD KWK WGR WBIG WADC WCKY WFMJ KBIX WAZL WGBI WMC KRIC KRIS KTRH WTMJ. Agency is Roche, Williams & Cunnyngham, Chicago.

BMI DRAWS FAVORABLE REACTION

Public Not Aware of Any Difference, According To Reports Submitted by Stations

WITH a month of experience since the withdrawal of ASCAP music from most of the country's radio stations, a look at the results reveals entirely favorable reaction. Foremost is the fact that most of the listening public is going right ahead just as if nothing had happened. And indeed, as far as the average listener is concerned, nothing has.

His radio still brings him drama, comedy, news, sports and music. True, the music is now that licensed by BMI instead of that licensed by ASCAP, but the comment that "when you're listening to one good tune you aren't wondering why you're not hearing something else" apparently holds good for most listeners. At least, there has been no flood of protests reported by any broadcaster. Here are quotations from a few letters of broadcasters' comments on the situation received by the NAB.

More Requests

David G. Jones, WLAW, Lawrence, Mass., writes about one of the station's request programs: "Under ASCAP regime prior to Jan. 1, the greatest number of telephone requests ever received was 329. Today, using all BMI music, we received 529—an all-time high." Not even the "longest" commercial program on the air, a weekly 4½-hour musical program sponsored by Gulf Brewing Co. on KTRH, Houston, has suffered, and it takes a lot of music to fill 4½ hours. Harry Grier, KTRH program manager, says: "This feature has not suffered in the least. We receive the same amount of telephone requests and the same amount of complimentary messages from our listeners."

James L. Spates, manager of WHAI, Greenfield, Mass., reports: "Please know that we here at WHAI have not been seriously inconvenienced because we no longer have an ASCAP license. We have yet to encounter a situation which we are unable to work out to the satisfaction of all concerned."

Harold E. Smith, general manager, WOKO, Albany, on Jan. 15 wrote: "To date we have had exactly two letters and two telephone calls complaining about the lack of ASCAP music. Many other persons have noticed the change in the type of music now generally heard, but believe it is a change for the better."

Helen Patterson, program director of WAPO, Chattanooga, states: "We have received wonderful cooperation from our advertisers and they do not feel any 'let down' by excluding ASCAP music from our schedules."

Musical Renewals

Another gauge of the audience reaction is to be found in the reaction of advertisers. If audiences are falling off—and the findings of the two national measurements of listening are to the contrary—or if the fan mail turns from praise to abuse, then advertising contracts are not apt to be renewed. Yet a glance at the lists of network renewals as printed in recent issues of BROADCASTING shows that since the first of the year the following national advertisers have renewed their musical network shows: American Tobacco Co., Bayer Co., Cities Service Oil Co., Fitch Co., Lady Esther, Liggett & Myers Tobacco Co., Philip Morris, Phillips Chemical Co., R. J. Reynolds Tobacco Co., Sealtest, Standard Brands, R. L. Watkins Co., Wheeling Steel Corp.

'TUNE SLEUTHS' DUD

ASCAP Snoopers Get a Clue But It Fizzles

TWO "tune detectives", sleuthing for ASCAP in its efforts to prohibit the playing of ASCAP music over non-licensed stations, were sure of a big "catch" when they heard ASCAP music over their set in El Paso. KTSM, an NBC affiliate, is aligned with BMI in its fight with ASCAP, and is not licensed to perform ASCAP music.

The ASCAP representatives set up elaborate receiving and recording apparatus in an El Paso hotel and were prepared to record any ASCAP music for prosecution purposes. The first few songs included "St. Louis Blues", "A Cigarette for Two", and "Roll Out the Barrel" all unmistakably ASCAP tunes. A few seconds later an announcer, with Mexican accent, said, "This is your neighborhood station in Ciudad Juarez, Mexico!" It was one of several Mexican stations operating across the Rio Grande from El Paso.

FTC Considers Ruling Of Court in Modifying Its Decision on 'Perfect'

FEDERAL Trade Commission as yet has taken no action on a decision by the U. S. Circuit Court of Appeals for the Seventh District (Chicago) modifying an FTC order against the Kidder Oil Co. of La-Crosse, Wis. The Commission now can either decide to accept the ruling of the court or file an appeal from the decision.

The Commission order was an outgrowth of advertising copy used by the oil firm claiming that the oil, sold under the trade name of Koatsal, reduces friction as much as 50%, provides "perfect" protection against burned out bearings, makes metal self lubricating, and also performs "amazing" feats of lubrication.

Principal interest to radio in the decision centered in use of the words "perfect" and "amazing" which often appear in copy written for the air and which have led to many a bitter word battle among continuity checkers, agency representatives and sponsors.

The court had this to say about the use of the words: ". . . Such terms are largely a matter of personal opinion. What might be an 'amazing distance' to one person might cause no surprise to another. So far as we know, there is nothing 'perfect' in this world, but still it is a common term, which undoubtedly means nothing more than that the product is good or of high quality. We can conceive of situations where the use of such words might be deceptive and even fraudulent. As used by petitioner, however, we are of the opinion they are nothing more than a form of 'puffing' not calculated to deceive."

"I'M ESSO!" "And I'm Essolene!" That's what these twin pickaninnies will be exclaiming when they grow up if they get Standard Oil as a sponsor. Two foraging staffmen of WCSC, Charleston, S. C., located the new twins on remote Edisto Island after an 80-mile search. The mother is a 14-year-old negro girl. John M. Rivers, WCSC general manager, donated food and clothing to the twins (Esso, boy, at left, and Essolene, girl, at right). Gifts were delivered by Charles McMahon (top photo), WCSC Esso reporter, and Gilmore Thompson, United Press writer.

Radio Advertisers—

Here's Your Market for 1941—

To radio advertisers looking for an easy selling opportunity, the Detroit Market and Station WWJ offer one of the most exceptional opportunities of 1941. Detroit is now in its THIRD YEAR of sharply rising business gains, with still greater increases indicated for this year. WWJ leads all radio stations in listener interest in this big, active market. Investigate Detroit and WWJ—at once!

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

America's Pioneer Broadcasting Station
Est. Aug. 20, 1920—NBC Red Network

Full Text of Consent Decree in U. S. vs. BMI Case

FOLLOWING is the full text of the consent decree entered Jan. 27 in the U. S. District Court for the Eastern District of Wisconsin in the action of the United States v. Broadcast Music Inc.:

This cause came on to be heard on this 27th day of January, 1941, the plaintiff being represented by Thurman Arnold, Assistant Attorney General, B. J. Husting, Attorney for the Eastern District of Wisconsin, Victor O. Waters, Special Assistant to the Attorney General, and Warren Cunningham Jr., Special Attorney, and the defendant being represented by its counsel, and having appeared and filed its answer to the complaint herein.

Violations Not Admitted

It appears to the Court that defendant, Broadcast Music Inc., has consented in writing to the making and entering of this decree, without any findings of fact, upon condition that neither such consent nor this decree shall be construed as an admission or adjudication that said defendant has violated any law.

It further appears to the court that this decree will provide suitable relief concerning the matters alleged in the complaint filed herein and that by reason of the aforesaid consent of defendant, Broadcast Music Inc., and its acceptance by plaintiff it is unnecessary to proceed with the trial of the action, or to take testimony therein, or that any adjudication be made of the facts.

Now, therefore, upon motion of plaintiff, and in accordance with said consent, it is hereby ordered, adjudged and decreed:

I. The court has jurisdiction of the subject-matter set forth in the complaint and of the parties hereto with full power and authority to enter this decree and the complaint states a cause of action against defendant, Broadcast Music Inc., under the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies" and the acts amendatory thereof and supplemental thereto.

II. Defendant, Broadcast Music Inc., its officers, directors, agents, servants, employes and all persons acting or claiming to act on its behalf are hereby perpetually enjoined and restrained from entering into or carrying out, directly or indirectly, any combination or conspiracy to restrain interstate trade and commerce, as alleged in the complaint, by doing, performing, agreeing upon, entering upon or carrying out any of the acts or things hereinafter in this paragraph II prohibited:

Exclusive Rights

(1) Defendant, Broadcast Music Inc., shall not, with respect to any musical composition, acquire or assert any exclusive performing right as agent, trustee or otherwise on behalf of any copyright owner or other owner of the performing right, or pursuant to any understanding or agreement with such owner to pay for such right a share of, or an amount measured by, the receipts or revenues of said defendant.

Nothing contained in this sub-paragraph (1) shall be construed as preventing defendant, Broadcast Music Inc., from acquiring or asserting exclusive performing rights (a) in any musical composition of which said defendant shall also own or acquire the copyright; (b) in any musical composition concurrently with the exclusive right to publish such composition in the U. S. A.; (c) in any musical composition as a purchaser, assignee or licensee (but not as agent, trustee or otherwise on behalf of another) in consideration of the payment or agreement to pay, as the sole compensation for such performing rights, a fixed sum stated in the contract of purchase, assignment or license; or (d) in any musical composition, as a purchaser, assignee or licensee (but not as agent, trustee or otherwise on behalf of another) in consideration of the payment or agreement to pay, as the sole compensation for such performing rights, an amount determinable by reference to the number of licensed performances of such composition at a fixed per performance price and basis stipulated in such contract.

(2) Defendant, Broadcast Music Inc., shall not enter into, recognize as valid or perform any performing license agreement which shall result in discriminating in price or terms between licensees similarly situated; provided, however, that differentials based upon applicable business factors which justify different prices or terms shall not be considered discrimination within the meaning of this sub-paragraph; and provided further that nothing contained in this sub-paragraph; shall prevent price changes from time to time by reason of changing conditions affecting the market for or marketability of performing rights.

License Provisions

(3) Defendant, Broadcast Music Inc., shall not require, as a condition to any offer to license the public performance for profit of a musical composition or compositions for radio broadcasting, a license fee of which any part shall be (a) based upon a percentage of the income received by the broadcaster from programs in which no musical composition or compositions licensed by said defendant for performance shall be performed, or (b) an amount which does not vary in proportion either to actual performances, during the term of the license, of the musical compositions licensed by said defendant for performance, or to the number of programs on which such compositions or any of them shall be performed; provided, however, that nothing herein contained shall prevent said defendant from licensing a radio broadcaster, on either or both of the foregoing bases, if desired by such broadcaster, or upon any other basis desired by such broadcaster.

With respect to any existing or future performing license agreement with a radio broadcaster, defendant, Broadcast Music Inc., shall not, if required by such broadcaster, refuse to offer either or both of the following bases of compensation which may be specified by the broadcaster:

Sustaining Programs

(i) in respect of sustaining programs a per program license fee, expressed in terms of dollars, requiring the payment of a stipulated amount for each program in which musical compositions licensed by said defendant shall be performed;

(ii) in respect of commercial programs, a per program license fee, either expressed in terms of dollars, requiring the payment of a stipulated amount for each program in which the musical compositions licensed by said defendant for performance shall be performed, or, at the option of defendant, the payment of a percentage of the revenue derived by the licensee for the use of its broadcasting facilities in connection with such program.

In the event that defendant shall offer to license the public performance for profit of a musical composition or compositions for radio broadcasting upon one or more of the foregoing per program bases, and shall also offer to license such performance on a basis of compensation which shall not vary in direct proportion to the number of programs on which musical compositions licensed by defendant shall be performed, defendant shall establish, in good faith, a relationship between such per program basis and such other basis, justifiable by applicable business factors, so that there will be no frustration of the purpose of this sub-paragraph to afford radio broadcasters alternative bases of license compensation.

(4) Defendant, Broadcast Music Inc., shall not license the public performance for profit of any musical composition or compositions except on a basis whereby, insofar as network radio broadcasting is concerned, the issuance of a single license, authorizing and fixing a single license fee for such performance by network radio broadcasting, shall permit the simultaneous broadcasting of such performance by all stations on the network which shall broadcast such performance, without requiring separate licenses for such several stations for such performance.

(5) With respect to any musical composition in defendants' catalogue of musical compositions licensed for radio broadcasting and which is or shall be lawfully recorded on an electrical transcription or other recordation intended for broadcasting purposes, said defendant shall not refuse to license the public performance for profit by designated radio broadcasting stations of such compositions by a single license to any manufacturer, producer or distributor of such transcription or recordation or to any advertiser or advertising agency on whose behalf such transcription or recordation shall have been made who may request such license, which single license shall authorize the broadcasting of the recorded composition by means of such transcription or recordation by all radio stations enumerated by the licensee, on terms and conditions fixed by said defendant, without requiring separate licenses for such enumerated stations.

Right of Refusal

(6) Defendant, Broadcast Music Inc., shall not, in connection with any offer to license by it the public performance for profit of musical compositions, refuse to offer a license, at a price or prices to be fixed by said defendant, for the performance of such individual musical compositions or catalogues of musical compositions the use of which shall be requested by the prospective licensee.

(7) Defendant, Broadcast Music Inc., shall not assert or exercise any right or power to restrict from public performance for profit by any licensee of said defendant any copyrighted musical composition in its licensed catalogue in order to

(*Continued on page 24*)

TWO BIG DOINGS kept WHO, Des Moines, on its toes Jan. 24. It was opening night of the WHO Golden Gloves; still more it marked the 1200th consecutive late-evening newscast sponsored by Mid-Continent Petroleum Corp. Mid-Continent officials and Harry Flory, United Press European Manager, participated at a dinner, with WHO as host. Among guests were: Top row (l to r) Paul Adcock and D. C. Wixson, Mid-Continent; Hale Bondurant, WHO sales manager; M. C. Shipley, Mid-Continent; Mr. Flory. Bottom row, J. O. Maland, vice-president and manager of WHO; J. B. Woodbury, vice-president, R. J. Potts & Co., Kansas City; K. W. McDowell and H. C. Wurster, both of the Mid-Continent Corp.

Paine, Levy See Early Settlement

Music Issues Are Discussed In Philadelphia Debate

SETTLEMENT within a month or so of the differences between the radio industry and ASCAP was indicated in direct statements Jan. 27 by both John G. Paine, general manager of the American Society, and Isaac D. Levy, chairman of the board of WCAU, Philadelphia, and a director of CBS. That was the ultimate conclusion of both men, discussing both sides of the controversy, following a 90-minute debate before the new Pennsylvania Radio Council of the Pennsylvania Federation of Women's Clubs, meeting in the WCAU Auditorium, Philadelphia

"We are going to get together," said Mr. Paine. "It is our responsibility to the American people, a responsibility that is both ASCAP's and radio's. The force that is bringing us together may not be a business force. But it is the force of the people. ASCAP isn't mad at radio and radio isn't mad at ASCAP. We're going to get together and settle this as sensible business people."

Levy's Prediction

Mr. Paine's acknowledgment of a settlement came on the heels of Mr. Levy's statement: "Don't worry. This will all be settled in a month or so."

Mr. Levy predicted that within a few months ASCAP will be compelled to recognize the laws of the nation. "We will have the same system of paying for music in this country that they have in Great Britain," he said. "They have there the British Performing Rights Society. They pay their writers and composers two-thirds of the total income, and its operating expenses are negligible, whereas 75% of the members of ASCAP divide among themselves 1% of the money they receive, and the rest goes to the favorite sons. Under the British system any writer or composer may become a member of the Society by merely submitting an application, and all members are paid on the basis of the number of performances their works receive.

"Now, ASCAP has all kinds of classifications. For example, one ASCAP writer who had over 45,000 performances was paid $200, while, on the other hand, a luckier member, a favorite son with 4,756 performances, received $6,835. This will not exist under the new system."

"There is no complaint against the Government trying to make us change", Mr. Paine said. "The board has no objections to the Government stepping in. It can't make the board change. It can only make the members change and the membership has expressed itself already that it won't like it." He denied that ASCAP's management is expensive.

Mr. Paine said that "all we want is a reasonable, fair percentage of what you (radio) do. If it equals $9,000,000 as you claim, then you are making $200,000,000 a year. If our offer isn't reasonable and fair, tell us what is." He added that the Society, prior to the impasse, had only been collecting 2.7% of radio's earnings.

DEBATING the ASCAP-BMI controversy before the Pennsylvania Women's Radio Council of the Federation of Women's Clubs Jan. 27 were John G. Paine (left), ASCAP general manager, and Isaac D. Levy, co-owner of WCAU and director of CBS. The atmosphere was friendly, as this picture will show.

Caesar on the March

PREVENTED by inclement weather from flying to Hollywood Jan. 26, Irving Caesar, president of the Songwriters Protective Assn., late last week was planning to leave New York Feb. 2 and to address the West Coast members of his organization early this week on the proposition that they organize an AFL union. Mr. Caesar's denunciation of the broadcasters, made at an SPA meeting in New York, Jan. 13 [BROADCASTING, Jan. 20], has been printed as a booklet for free distribution under the title "Song Writers vs. Radio Monopoly—A Message to Every American".

Suit Names BMI

CHARLES ROSOFF, Hollywood composer and Adelaide Halpern, lyric writer, on Jan. 22 filed a $50,000 damage suit in Los Angeles Superior Court against Broadcast Music Inc., Jack Stanley, orchestra leader, and Joan Whitney, lyricist. Plaintiffs claim that their song "That Gypsy Moon", has been misappropriated by BMI; that they composed it in 1938, but that it never had been published. The complaint charged that since November, BMI has been broadcasting the number with aid of Stanley and Miss Whitney, without giving its real authors credit.

BMI SHEET SALES
Surveys Show Its Numbers at Top of the Field

CERTAIN SONG writers and music publishers have complained that radio, instead of aiding a song's popularity, usually kills the song by over-plugging and results in lowering, rather than increasing, sheet music sales. No one will dispute that since Jan. 1 the pop tunes licensed by BMI have been given about as extensive radio performances as any number has ever received. The effect of the broadcasts on sheet music sales may be gauged by examining the records compiled each week by E. M. Wickes and printed in the *New York Enquirer* each Monday.

On Jan. 6 the 20 best-selling songs in the East, as listed by Mr. Wickes, included five BMI tunes. The Jan. 13 list showed six BMI numbers; there were seven on Jan. 20 and ten on Jan. 27.

But that's not all the story. "Frenesi," in third place in the Jan. 6 list, has held top position during the subsequent weeks. On Jan. 6 BMI had three of the top ten tunes. By Jan. 27 the six leaders were BMI numbers, as were ten of the first 13.

A similar picture is reflected in the mid-western sheet music sales, four BMI tunes making the Jan. 6 list and 11, including the top trio, on the list for Jan. 27.

The *Enquirer's* list of tunes popular in coin boxes includes 20 selections each week but does not attempt to rate them in order. The list for Jan. 6 showed three BMI numbers; there were four the next week, and the week after that; the Jan. 27 list included six BMI selections.

SHEET MUSIC sales of BMI tunes, totaled on Jan. 25, show that the public has purchased 140,000 copies of "There I Go," 135,000 copies of "Frenesi," 120,000 of "I Hear a Rhapsody," 72,000 of "I Give You My Word," 60,000 of "So You're the One."

NOW THEY LOOK LIKE THIS
See page 14

PHOTOGRAPHS ON PAGE 14 have these modern counterparts in the same (l to r) order: Martin Campbell, manager of WFAA, Dallas, who served during the last war as a lieutenant in the Army Quartermaster Corps at Camp Alexander, Camp Mills, Newport News and Hoboken; Frank Mullen, executive v.p. of NBC, who was a bugler with the 20th Engineers of the A.E.F. overseas during the war; Glenn Snyder, who while he still had same hairs on his head joined the infantry in 1917, then took officers training successively at Camp Funston, Camp Mills, Camp Gordon, Camp Perry and Camp Shelby, ending his Army career as a second lieutenant after the signing of the Armistice back in 1918.

AGMA to Appeal Injunction Denial

Membership Drive Is Planned By AFM to Sign Artists

AMERICAN GUILD of Musical Artists will carry its case against James C. Petrillo, president of the American Federation of Musicians, to the New York Court of Appeals, it was announced Jan. 28 following a special meeting of the AGMA board of directors which unanimously approved the further appeal.

Four days before, on Jan. 24, the Appellate Division of the New York Supreme Court had unanimously dismissed AGMA's appeal for an injunction restraining Mr. Petrillo from forcing AGMA's instrumentalist members to join AFM under threat of otherwise barring them from employment in radio, concerts, motion pictures or on recordings by refusing to allow AFM members to work with them.

AFM Plans Drive

Mr. Petrillo, in Miami for a meeting of his union's executive board, made no statement on the decision, but Henry A. Friedman, attorney for AFM, said that the union would in due course begin a membership drive among AGMA instrumentalists. He denied any immediate intention of "pouncing down" on the concert stars, but said that if they continued in their refusal to become AFM members steps would be taken to prevent their employment with AFM members, which would be tantamount to forcing them into either the AFM or unemployment.

Decision of the Appellate Division went even further than that of Supreme Court Justice Aron Steuer, who denied AGMA's plea for a temporary injunction pending trial of its suit for a permanent restraining order but refused to dismiss AGMA's complaint [BROADCASTING, Dec. 1]. The Appellate Division upheld Justice Steuer in his denial and went on to dismiss the entire action.

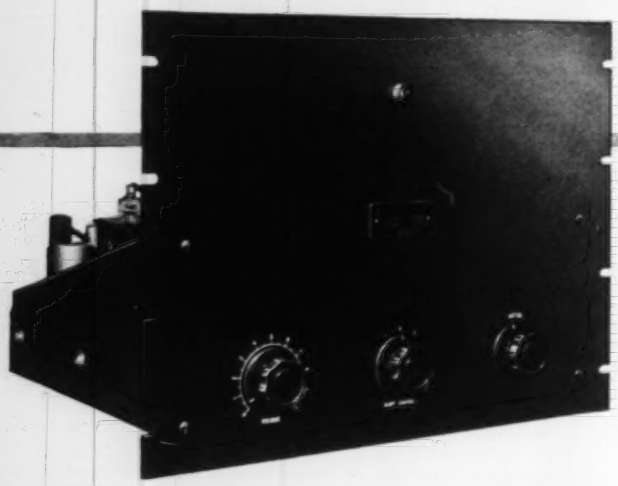
Stating that AGMA "has not shown that the defendant (Petrillo) maliciously or illegally interfered with the contracts of the members of plaintiff's union," the Appellate Division decision said that although the AFM was plainly seeking "to protect itself and to increase its membership," it was well within its rights in refusing to permit its members to perform with non-members. Since both unions received charters from the American Federation of Labor, the court said that the AFL appeared to be "the proper tribunal to solve the difficulties of the parties to this controversy."

The suit dates from last August, when Mr. Petrillo notified Lawrence Tibbett, AGMA president, that AFM members would not be permitted to perform with AGMA members after Labor Day unless they had by that time joined AFM. A stay order was granted by Justice Ferdinand Pecora of the New York Supreme Court [BROADCASTING, Sept. 1] and continued after the hearing before Justice Steuer [BROADCASTING, Oct. 1] pending his decision. Although the decision dismissed this temporary order, attorneys for both parties agreed to maintain it until the present ruling of the Appellate Division.

NOW YOU CAN MAKE

ORTHACOUSTIC

PRESTO RECORDINGS



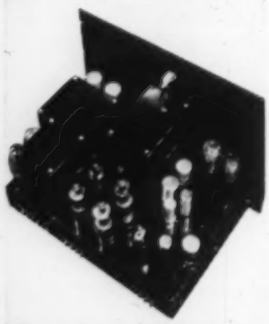
PRESTO 88-A AMPLIFIER

With the development of the new 88-A, 50 watt recording amplifier, Presto offers you for the first time a completely calibrated instantaneous recording system. The frequency response of the 88-A amplifier is matched to the characteristics of both the Presto 1-C cutting head and the Presto recording disc. Changes in response due to varying groove diameter are taken care of by the Presto 160-A automatic equalizer.

Using this complete system you can make Presto instantaneous recordings which will reproduce a frequency range from 50 to 9,000 cycles, uniformly, from start to finish.

A selector switch on the 88-A control panel pre-emphasizes the high frequency response to match the NBC Orthacoustic or either of the two high fidelity lateral reproducing systems now standardized in most broadcasting stations.

The 88-A amplifier has a gain of 85 db providing all the amplification necessary between your program lines or preamplifiers and the cutting head. The power output is 50 watts with 1% distortion. It mounts on a 14" x 19" rack panel and has a built-in power supply. List price is $250.00.



Add the 88-A amplifier and Presto 1-C cutting head to your recording installation. The results will be a revelation to you. Complete specifications are given in a new Presto catalog sheet just issued.

Canadian Distributor: Walter P. Downs, 2313 St. Catherine St. W., Montreal

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Consent Decree

(*Continued from page 22*)

exact additional consideration for the performance thereof, or for the purpose of permitting the fixing or regulating of fees for the recording or transcribing of such composition; provided, however, that nothing in this sub-paragraph shall prevent said defendant from restricting performances of a musical composition in order reasonably to protect the value of the public performance for profit rights therein or to protect the dramatic performing rights therein or, as may be reasonably necessary in connection with any claim or litigation involving the performing rights in any such composition.

III. The terms of this decree shall be binding upon, and shall extend to each and every one of the successors in interest of defendant, Broadcast Music Inc., and to any and all corporations, partnerships, associations and individuals who or which may acquire the ownership or control, directly or indirectly, of all or substantially all of the property, business and assets of defendant, Broadcast Music Inc., whether by purchase, merger, consolidation, reorganization or otherwise. None of the restraints or requirements herein imposed upon the defendant shall apply to the acquisition of or licensing of the right to perform musical compositions publicly for profit outside the United States of America, its territories and possessions.

Compliance Clauses

IV. For the purpose of securing compliance with paragraph II of this decree, and for no other purpose, duly authorized representatives of the Department of Justice shall, on the written request of the Attorney General or an Assistant Attorney General and on reasonable notice to defendant, Broadcast Music Inc., made to the principal office of said defendant, be permitted

(a) reasonable access, during the office hours of said defendant, to all books, ledgers, accounts, correspondence, memoranda, and other records and documents in the possession or under the control of said defendant, relating to any of the matters contained in this decree,

(b) subject to the reasonable convenience of said defendant and without restraint or interference from it, and subject to any legally recognized privilege, to interview officers or employes of said defendant, who may have counsel present, regarding any such matters; and said defendant, on such request, shall submit such reports in respect of any such matters as may from time to time be reasonably necessary for the proper enforcement of this decree; provided, however, that information obtained by the means permitted in this paragraph shall not be divulged by any representative of the Department of Justice to any person other than a duly authorized representative of the Department of Justice except in the course of legal proceedings in which the United States is a party or as otherwise required by law.

Jurisdictional Matter

V. The provisions of sub-paragraph (4) of paragraph II of this decree shall not become effective until nine months after the effective date of the other provisions of said paragraph.

None of the provisions of paragraph II of this decree shall become effective until 90 days after plaintiff shall have delivered to defendant, Broadcast Music Inc., a certified copy of a consent decree or other final decree of a court of competent jurisdiction, not subject to further review by which restraints and requirements in terms substantially identical with those imposed herein shall be imposed upon American Society of Composers, Authors & Publishers; provided, however, that if said defendant shall be of the opinion that the restraints and requirements so imposed against American Society of Composers, Authors & Publishers are not substantially identical with those imposed herein, and shall apply to the court within 20 days after receipt of a certified copy of said decree, for a determination of that question, no provision of said paragraph II shall become effective until the court shall have determined that such restraints and requirements are substantially identical with those imposed herein.

VI. Jurisdiction of this cause is retained for the purpose of enabling any of the parties to this decree to make application to the court at any time after the delivery to the defendant of a certified copy of a decree against American Society of Composers, Authors & Publishers complying with the provisions of paragraph V hereof for such further orders and directions as may be necessary or appropriate in relation to the construction of or carrying out of this decree, for the modification hereof upon any ground for the enforcement of compliance herewith and the punishment of violations hereof. Jurisdiction of this cause is retained for the purpose of granting or denying such applications so made as justice may require and the right of the defendant to make such application and to obtain such relief is expressly granted.

EMERGENCY source of power, and practical, too, is this Caterpillar Diesel electric generator tested recently by WMBD, Peoria, and Caterpillar Tractor Co. All of WMBD's broadcasts for three days were put on the air by this 30-kilowatt generator, with usual clarity and no trace of interference or distortion. Watching the generator in operation are (l to r) H. H. Howard, G. M. Walker and H. W. Smith, Caterpillar executives, and Edgar L. Bill, president of WMBD. Similar generators provided emergency broadcast power during the 1939 flood.

WRNL IN RICHMOND, VA. IS NOW N B C BASIC BLUE

Richmond — Virginia's No. 1 market — is now yours on the basic N.B.C. Blue network! You'll like this station in the middle of the dial because people in the Richmond radius do. Night and day it gives you 1,000 watts and a Merchandising Service that is far more than just a name.

880 KILOCYCLES

Edward Petry & Co., Inc.
National Sales Representative

Merchandising & Promotion

Idea Reveille—Stories of Success—Button Tuning—More for 50 kw.—Sweets From Cactus

MEMBER stations of the Ted Taylor group in Texas—KGNC, Amarillo, KFYO, Lubbock, KTSA, San Antonio, KRGV, Weslaco—have started an "Idea Line" to collect and distribute successful merchandising and sales ideas among the four station managements. Originated by Leon Krupp of KGNC, the "Idea Line" takes shape as a weekly bulletin contributed to by department heads of the four stations. It is claimed that the plan, started early in December, already has resulted in seven new accounts built on the new program ideas.

* * *

NAB Successes

MORE success stories are exploited by the NAB in a new promotion series. Vol. 2 No. 1 of its series of trade studies, "Results From Radio", tells the success story of the Model Laundry, Miami, Fla., using 65% of its budget for radio. Model sales went up 95% in four years. The stories are printed in folder form.

Advertised Brands

EVIDENCE of radio's power to sell advertised brands is printed in a booklet produced by Walter P. Burn & Associates for KGIR, Butte, Mont., and the Z-Bar Net. Illustrations and success material are succinctly presented. Attached is a message from Ed Craney printed on a sheet of copper.

* * *

Salute to WLW

G. A. TRIPLETT'S Drug Store, Osgood, Ind., in a display ad saluted WLW, Cincinnati, and Service manager J. E. Rudolph. The store said, "We sell and recommend 79 of the 145 products advertised over the nation's station WLW!" A list of the products was printed, with prices.

Gotham Page

FOR THE THIRD time in the last two years WNEW, New York, has taken a full page in a New York newspaper to promote "New York's Night Mayor—Stan Shaw", who conducts the WNEW *Milkman's Matinee* program from 1-6 a.m. every morning. Copies of the Jan. 22 *New York World-Telegram*, in which the page ad appeared, were delivered during the afternoon to radio editors, advertisers and agencies in the Greater New York area.

* * *

THE new WINX, Washington, D. C., advises listeners to drive their cars around to specified radio stores for adjustment of push button radios to the WINX frequency, with no charge for the service.

SANDWICH man with sound effects was the innovation offered by KOTN, Pine Bluff, Ark., to promote its affiliation with MBS. The portable radio, of course, was tuned to KOTN. The pedestrian pair handed out program schedules as they toured local sidewalks. Other stunts included a Crosley midget auto which was draped in signs.

* * *

More KYW Promotion

AMONG stunts employed by KYW, Philadelphia, to promote its Jan. 16 switch to 50,000 watts [BROADCASTING, Jan. 20] was use of news-column format and pictures in full-page newspaper advertisements. Layouts differed in each case. According to Lambert B. Beeuwkes, KYW advertising and sales promotion manager, all local dailies were used "to insure positive more-than-once readership". The ads included a statement on KYW's future plans by Walter Evans, vice-president of Westinghouse Radio Stations.

* * *

Peregrinating Presents

A ROVING table of gifts follows two roving microphones when WDSM, Duluth-Superior, has its Monday night cooking school program on the air. Ten accounts sponsor the hour. Merchandise prizes are awarded during a home-making quiz conducted on the Dr. I. Q. plan, with sponsors providing the gifts. The hour opens with 15 or 20 minutes of demonstration, 10 or 15 minutes of quizzing, more demonstrating and more quizzing. A male quartet and comic chef provide variety. Promotion includes placards in 120 buses, newspaper space and air announcements.

* * *

Stamps for Prizes

PRIZES on the Saturday evening Colgate - Palmolive - Peet network shows *Share The Wealth* and *Sweet & Swing* on Canadian Broadcasting Corp. network during February are war savings stamps, as part of the Canadian War Savings campaign, according to Lord & Thomas of Canada, Toronto, handling the account.

* * *

Cream of the Cactus

THE TRADE can thank KTSM, El Paso, for tasty helpings of cactus candy. The station distributes two-ounce packages of the sweets, with a suggestion that "KTSM can help you sink your teeth into El Paso's luscious market."

It wouldn't be fun to wash all the dishes that are dirtied daily in the KFH Airea but you *would* get a kick out of selling all the soaps and cleansers used by the housewives out Wichita way. They're good eaters, these Central Kansas folks, good dish dirtiers, good buyers of soaps—in fact, good buyers and users of *everything*, because each family has $248 more money to spend than the average family in this good old U. S. A.

So, if you're looking for a market where you can really "clean up", check the sales possibilities in Central Kansas-Northern Oklahoma—and the selling abilities of KFH—the Wichita Station with the programs.

Glenn D. Gillett Field Strength Survey—1939
Map Shows Coverage to the 1MV/M Line

That Selling Station For Kansas

KFH

WICHITA

The Only Full Time CBS Outlet For Kansas

CBS • 5000 Day • 5 Kw. Night Ready Soon • Call Any Edward Petry Office

Utah Youths

THEY'RE proud of their country in Salt Lake City, where KDYL's *I Am an American* program heard twice weekly has been so successful that Morning Milk Co. has cancelled all other programs. Youngsters get application blanks from grocers. To participate in giveaways they send in 25-word Americanism essays. More than 7,500 have enrolled. Tom Cafferty and Doug Gourlay, who m. c., have given away some 300 presents.

* * *

Town Hall Badges

IN RESPONSE to demands from listeners, New York's Town Hall which presents *America's Town Hall of the Air*, on NBC-Blue, has issued an official emblem in the form of a miniature mike embossed with the "Town Crier" carrying the stars and stripes and with the letters NBC. The microphone pins are available in gold and silver—the silver emblem is available to listeners, the gold are for Town Hall associates.

BROCHURES

WEAF, New York—Eight-page folder, "November 8th was Moving Day for a Line", with coverage maps showing WEAF's enlarged listening area since its new transmitter began operations Nov. 8.

CFCY, Charlottetown, P. E. I.—Illustrated studio and personnel brochures with letters on public service broadcasts from federal government ministers.

KFRO, Longview, Tex.—20-page compilation of market data and sales figures for KFRO service area.

WMSL, Decatur, Ala.—Salmon colored file containing promotional data on station's programs.

KMPC, Beverly Hills, Cal.—Six-page folder on KMPC sports broadcasts.

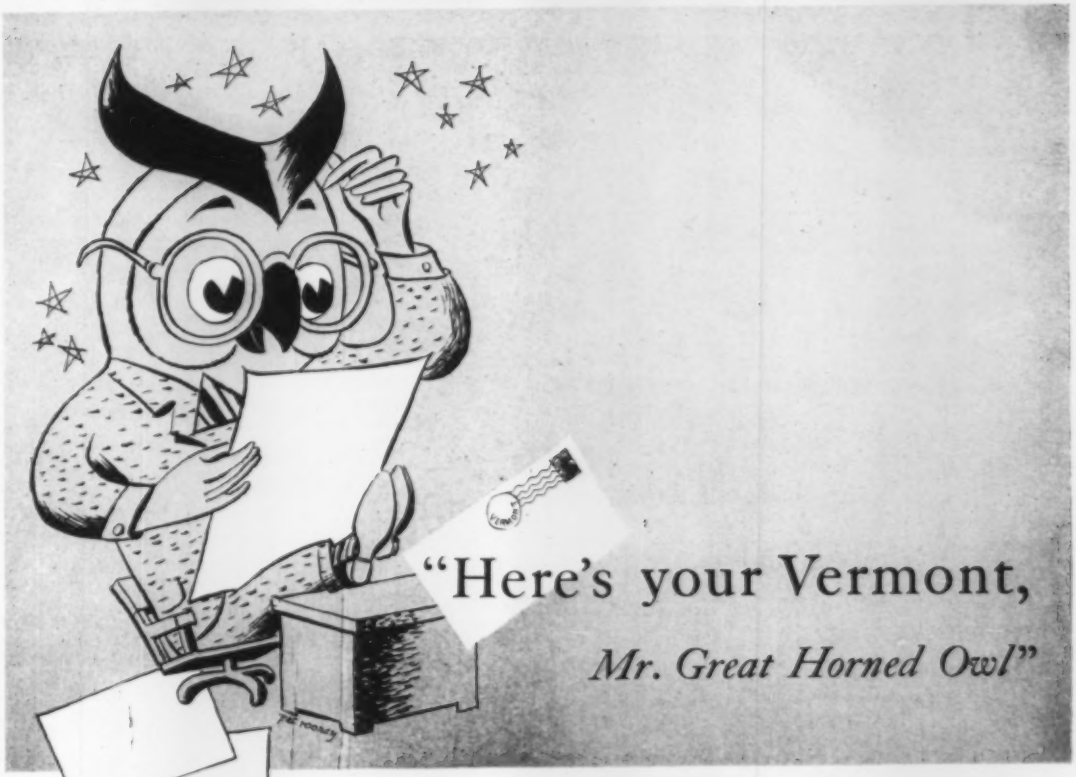
CFQC Saskatoon—Pictorial brochure showing new studios and staff.

Girl Starts to Survey Nation's Radio Stations

RADIO station managers all over the country will be invited to air their "chief headaches" to groups of Camp Fire girls 15 years of age and older when they visit their local radio station in a project launched by the Camp Fire Girls at a New York Conference recently.

The radio survey is part of a project titled "Three M's—Movies, Mags, and Mikes", in which the Camp Fire girls will endeavor to scrutinize the behind-scenes operations of the three forms of entertainment. The radio survey has been divided into four sub-projects: (1) Popularity poll of programs to be taken among family and friends; (2) listen-in groups to new programs, with suggestions to sponsors; (3) tour of local radio station; (4) "opportunities," the stimulating of radio activities among various groups.

BMI has bought two prison songs, written by a Chicago lawyer named Kenneth K. Krippen. Title of the tunes are, "Moon Over County Jail", and "Rug Cutting In The Prison".



Announcer Bill Wigginton is the Great Horned Owl. That's his title as emcee and philosopher on WCCO's new, midnight-to-1:00 a.m. "Night Owl Club", an unusual program of transcribed recordings and interviews.

One midnight three weeks ago, when his show was just two months old, Bill announced: "Night Owls, there are over twenty-six hundred of you. You have fellow members in forty-five states—in all of them except Maine, New Hampshire and Vermont."

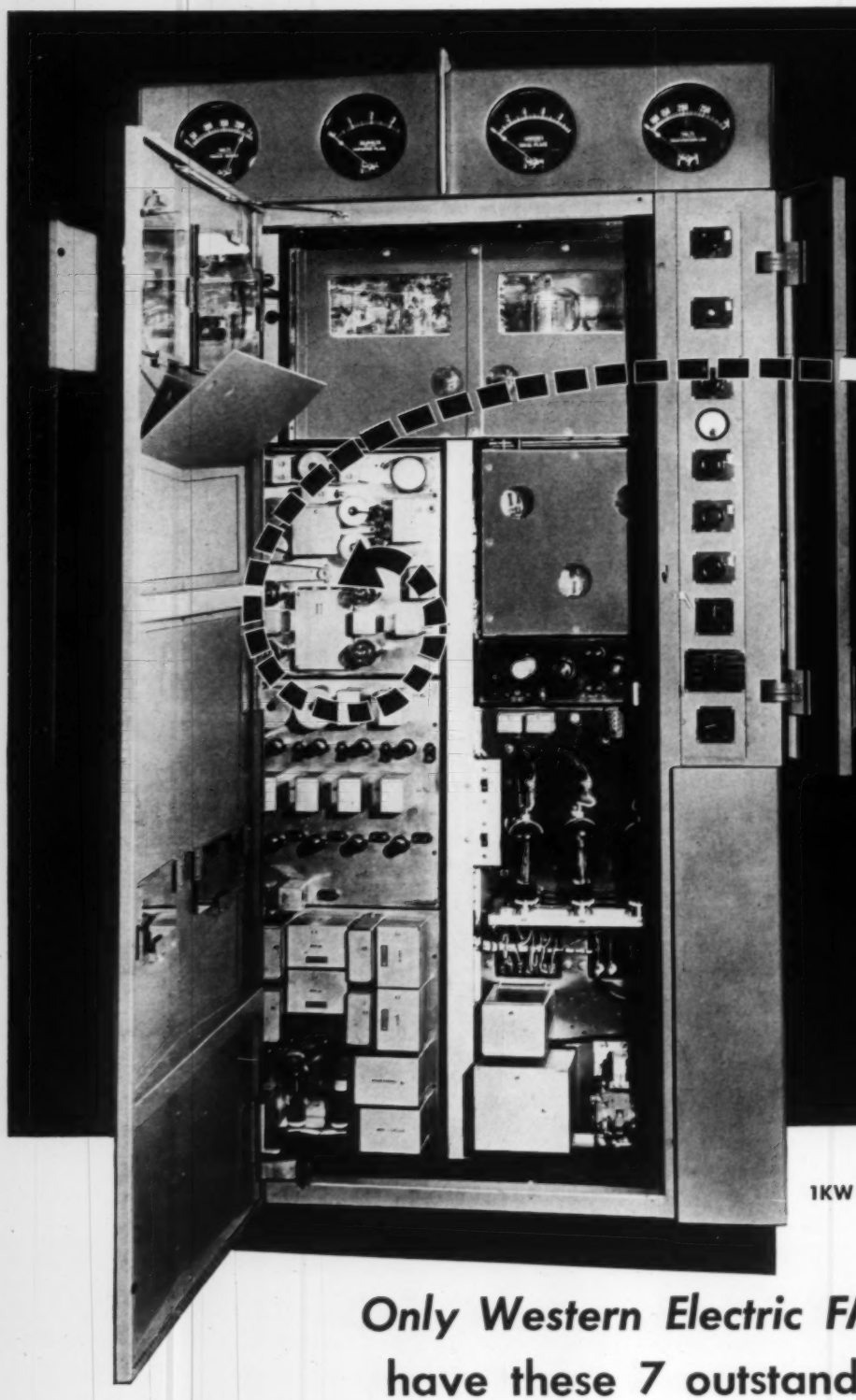
Now we're not intimating that WCCO is a national medium. It's not. Over sixty per cent of the "Night Owl Club" members live in the Twin Cities. Eighty-five per cent live within WCCO's evening primary listening area of three and a quarter million persons. And that's as it should be.

But half an hour after Bill made his announcement, he received a wire from Newport, Vermont: "Here's Your Vermont. Please Sign Me Up and Shoot Me a Membership Card."

We feel that this forty-six-state response is a tribute to WCCO programming. It takes a mighty good formula to get 2,600 people in that wide an area to write or wire requesting membership in a midnight radio fraternity. The "Club" has a mighty good formula. It's a good show. You might find it profitable to learn more about it.

WCCO ★ 50,000 WATTS WHERE IT COUNTS THE MOST

Minneapolis-St. Paul. Owned, operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, San Francisco, Los Angeles



A really

1-3-10 or 50 KW ..whatever your FM needs.. Western Electric has the answer

503A-1
1KW FM Transmitter

Only Western Electric FM Transmitters have these 7 outstanding features:

1 The factors and circuit elements which control the modulation capabilities and those that control the carrier frequency stability are completely isolated in their action.

2 The electrical circuits used in the process of controlling a high frequency generator with a stable low frequency oscillator are not in the program transmission path and, therefore, their adjustments do not affect the character of the transmitted wave.

3 The application of a balanced electric oscillator and reactance control tube circuit permits wide frequency excursions while using only a small and linear portion of the reactance control tube mutual conductance-grid bias characteristic.

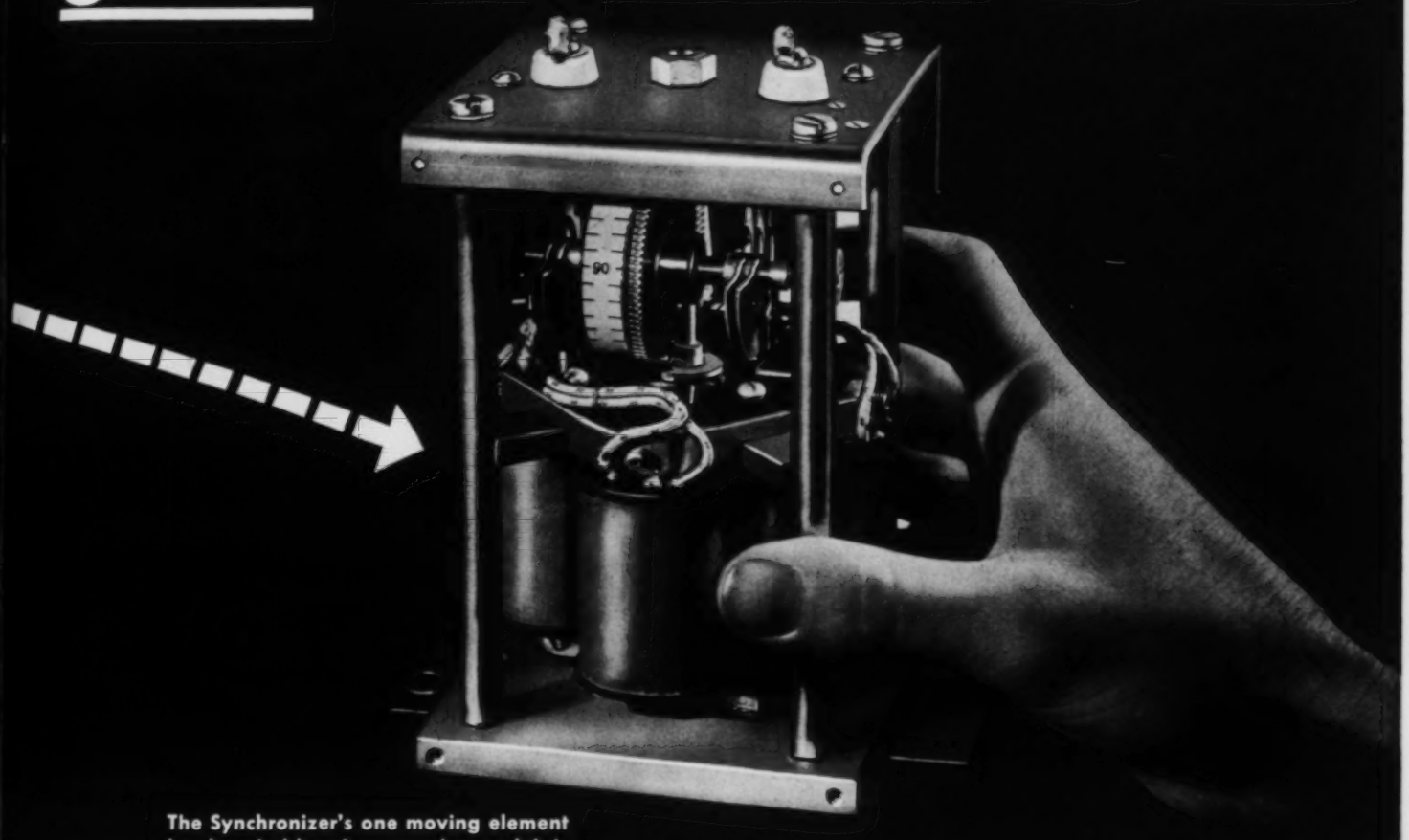
4 Negative feedback in the modulated oscillator circuit minimizes distortion that otherwise results from amplitude modulation of the wave applied to the reactance control tube grids.

5 Because of (1) to (4) a high degree of linearity is obtained in the modulation characteristics over a frequency deviation range of ± 150 kilocycles. This large linear range obviates the need for critical circuit adjustments to obtain consistently low harmonic distortion over the smaller range required in practice. For the frequency deviation of ± 75 kilocycles, required in practice, the measured RMS harmonic distortion is less than 1% *for all signal frequencies between 30 and 15,000 C. P. S.*

6 The carrier frequency stability is exactly that of a single crystal controlled oscillator and is independent of any other circuit variations.

7 Since the carrier frequency stability is that of a newly developed low temperature coefficient crystal, the need for temperature control equipment is completely eliminated.

great contribution to FM



The Synchronizer's one moving element has jeweled bearings, requires no lubrication. Under normal operation, the displacement of the moving element is so small and so slow as to be imperceptible.

The Western Electric SYNCHRONIZER

In Western Electric *Synchronized FM* Transmitters, the mean carrier frequency is continuously and precisely maintained by a single low temperature coefficient crystal.

The Synchronizer compensates *immediately and automatically* for a change in the mean frequency of the modulated oscillator arising from any cause such as temperature changes or even violent disturbances that might arise if tube failures should occur. It eliminates completely the need for frequent checking of the transmitter circuits and manual readjustment of frequency controlling elements.

Developed by Bell Telephone Laboratories for use in frequency standard work, the Synchronizer is uncannily accurate — an outstanding contribution to the new art of FM broadcasting!

For further details: Graybar Electric Company, Graybar Bldg., New York, N. Y.

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Western Electric

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The Wrong Slant

AFTER YEARS of inner-council deliberations, the Associated Press has finally yielded to the inevitable. Somewhat belatedly, it has decided after a vote of its membership to enter the broadcast field and make available to radio, on a pay basis, its valued news report.

With the disclosure of its precise plan, however, it appears that AP enters the field somewhat grudgingly, as though radio were some sort of necessary evil. Instead of providing the service through its regular channels, it announces the creation of a subsidiary to be known as Press Association Inc., or "P.A." And with what seems to be extreme ineptitude, it labels the functions of this subsidiary as "salvage operations," lumping radio in with what is loosely described as "bi-product" operations.

All the news-gathering organizations are hard-pressed these days meeting increased overhead due to tremendous war-coverage expenses. AP, a cooperative organization, unquestionably is finding it increasingly difficult to make its member newspapers meet extra assessments. It is looking to radio, as its competitors with foresight and intelligence did some years ago, to carry some of the load.

Transradio pioneered the broadcast news field as an exclusive radio news association, taking first advantage of the shortsighted attitude of the majority of the publishing fraternity in fighting rather than joining with radio. Then came UP and INS, fulfilling a prediction we made in these columns nearly ten years ago that the press associations inevitably must treat radio as a "publishing" business—that it made no difference whether the publication of news was in print or by utterance.

When UP and INS went into radio, they did not relegate it to second-fiddle status and they prospered accordingly. Their interest was pecuniary, of course, and for the last five or six years they have provided a service for which they have been fairly and properly compensated. They are satisfied with the arrangement, even if a few recalcitrant publishers among their clientele aren't. Radio welcomed them.

There is room in radio for AP, because radio is a volatile and growing field and because many of the newspaper-owned stations are strong AP members. AP has every right to change its mind, but it cannot continue to look down upon radio as a stepchild and it won't get far by labeling it among its "salvage operations." There is no thought on our part to deprecate AP's project, but we cannot forget AP's paid advertisement of 1935 cracking its competitors for selling news for broadcast and other purposes [*Editor & Publisher*, Oct. 26, 1935].

It seems to us that the better part of business grace on the part of AP (or PA) would be to recognize in forthright fashion that radio is a responsible news disseminating (and gathering) medium and is not a hybrid development that must be "tolerated" only because of its public acceptance and commercial success.

Time to Change

THE TIME will come, and soon, when networks, stations, agencies and advertisers will suffer their semi-annual daylight time-changing agonies. Since radio's infancy these periodic miseries have been endured by the industry, along with its customers and followers. Unfortunately, much is said but little is done about a situation concededly burdensome to all concerned.

At last a young wave of protest is getting under way well ahead of time. On another page, two figures familiar with intimate details of the dilemma point out that the industry is losing money by putting up with seasonal time juggling. Better than that, one of the writers, Lord & Thomas' timebuying Jack Leammar, shows how simple it would be to put the whole industry on standard time the year round. His argument is convincingly stated, and splendidly bulwarked, from the station viewpoint, by KVOO's Willard Egolf and we would like to know what others think about it.

Invitation to Canada

OUR CANADIAN brethren, whose broadcast operations are generally on the same basis as our own, want the NAB convention in Toronto in 1942. Why not? It's too late, of course, to consider a Canadian city for the 1941 conclave of U. S. broadcasters because it has already been set for May in St. Louis. But in the interests of continued goodwill between nations of kindred outlook and unfortified boundaries, we think the NAB should give every consideration to the invitation of the Canadian Assn. of Broadcasters. And in the interests of hemispheric solidarity, perhaps Havana and Mexico City will be good convention places later.

The RADIO BOOK SHELF

THE ART of radio directing is the subject of a new book by Earle McGill, casting director and producer, of CBS. Titled *Radio Directing*, it treats the many problems that arise in presenting a radio show. Chapters are devoted to microphone position, studio setup, sound effects, broadcast preparation, casting, rehearsals and the various types of shows. The foreword is written by H. Clay Harshbarger, Department of Speech, University of Iowa, and production manager of WSUI, Sioux City, Ia. The book is published by McGraw-Hill Inc., New York, at $3.50.

CONRAD RICE, newly-named program director of WEMP, Milwaukee, in collaboration with Norman V. Carlisle, former continuity chief of WTCN, Minneapolis, has written a book for 'teen-age boys titled *Your Career in Radio*, scheduled for publication this month by E. P. Dutton, New York. The book will be factual but written in fiction style, telling the story of three boys interested in radio and unfolding as they visit a station and explore its inner workings.

SCHEDULED for publication in February is *Television Today & Tomorrow* by Dr. Lee DeForest, inventor of the radio tube who now lives in Los Angeles where he manufactures high frequency diathermy apparatus. Dial Press, New York, will bring out the book, which has been edited by Tom Kennedy, who recently succeeded Orrin Dunlap Jr. as radio editor of the *New York Times*.

HAVING kept a diary of his years in Central Europe, from 1934 to 1937 as Berlin correspondent of the old Universal Service and from 1937 until a few weeks ago as CBS correspondent in Vienna and Berlin, William L. Shirer is expected to "tell all' in his new book about Germany of the last five years for which he has contracted with Alfred Knopf Inc., New York. Shirer returned to this country at the end of 1940, and is not expected to return to Berlin.

SOME IDEAS on what goes to make up a song hit, drawn from interviews with music publishers and writers, are presented in the Jan. 19 *New York Times Magazine* in "Song Hits—and Misses", an article by Ira Wolfert. More chronicle than guide for would-be song writers, the story relates experiences of music folk with big hits of the past.

FEBRUARY issue of *The Journal of Educational Sociology*, published monthly by New York U, is devoted exclusively to radio, with Gilbert Seldes, CBS director of television programs, editing the articles contributed. Papers include: "Instigation to Criticism" by Gilbert Seldes; "The Broadcaster Speaks" by Neville Miller, NAB president; "Promoting the Course of Education by Radio" by John W. Studebaker, U. S. Commissioner of Education; "Scope of Educational Objectives in Broadcasting" by Dr. James Rowland Angell, NBC counselor on public service programs; "Can Radio Educate?" by C. A. Siepmann; "Can We Put Science on the Air," by Lyman Bryson, CBS program director; "Radio Builds Democracy" by George V. Denny Jr., president of Town Hall, New York.

We Pay Our Respects To —

JOHN PORTWOOD BLAIR

JOHN BLAIR does not look his 41 years, but he was born in Chicago, July 23, 1899. Even though radio is a young man's business, many men have commented on how young he looks to be the head of one of the major firms of station representatives.

But radio is that way, and John Blair's family background — his father, Edward B. Blair, having been closely associated in the advertising business of Chicago more than 40 years—and his own 20 years of advertising and radio experience are typical of the personal contributions which have so largely built radio into the public service and advertising medium that it is today.

Following public school and high school in Chicago, John Blair entered the University of Wisconsin, class of 1922. But the call of merchandising and advertising was too strong to permit his completing the full four-year course, so after two years, during which time he made many lasting friendships in the Delta Kappa Epsilon fraternity, he started his business career in the merchandising department of Montgomery Ward. A year of this, followed by a similar period in the advertising department of the *Chicago American*, led to an attractive offer from the General Outdoor Advertising Co. sales department.

John Blair was with General Outdoor until 1925, the last year in Detroit as sales manager of that office. He joined J. Walter Thompson Co., in the new business department in Chicago. After a six-month training period he was transferred to the Pacific Coast in charge of new business development in San Francisco.

But prior to going to the Coast, there occurred another event of major influence in his life—his marriage to Constance Foss, daughter of George Edmund Foss of Chicago, who served in Congress for 26 years.

His record on the Pacific Coast is a matter of justifiable pride, for under his direction the new business obtained by J. Walter Thompson more than doubled Coast billing within a year. Included in the new accounts was Shell Oil Co. of California, at that time operated on a regional basis but since integrated nationally under Thompson's direction.

The men associated with John Blair in the Thompson office in San Francisco are still with the company and in important executive capacities in the New York and Chicago offices.

John Blair resigned from J. Walter Thompson in the spring of 1929, which lead him into radio. But first there was an interesting experience with Electrical Products Corp., pioneer Pacific Coast neon distributors. He was manager of the agency service department for San Francisco and the Pacific Northwest.

His first radio connection was also in San Francisco with the then firm of MacGregor & Sollie, now C. P. MacGregor Inc. This experience, running through 1932, in transcription sales and "time placement," was significant, as it was the last year of general brokerage of radio station time.

Early in 1933 he joined Humbolt J. Greig, one of the Scott Howe Bowen men, in the organization of Greig, Blair & Co., a partnership for exclusive radio station representation. Their first station was KNX, and it was so pleased with the first few months of this type of selling that its operators urged the immediate formation of a national company. This resulted in the organization of Greig, Blair & Spight Inc., with the inclusion of Lindsey Spight—one of the early NBC Pacific division men who had organized the local service bureau, NBC's first spot sales effort in that territory, and who was also at that time commercial manager of KPO.

This took John Blair back to his home base in Chicago, with Greig opening a New York office in late summer of 1933. The addition of other personnel and other stations followed inevitably, along with all the problems inherent in a pioneering venture in a new business field. In January, 1935 he purchased Greig's interest in the firm, and in March of that year the name was changed to John Blair & Company, with Lindsey Spight continuing as manager of the San Francisco office. The organization today maintains a large staff of radio advertising salesmen, with offices in New York, Chicago, Detroit, St. Louis, San Francisco and Los Angeles. John continues to make his headquarters in Chicago.

It is difficult to write of John Blair as an individual without frequent reference to the company, as his interest is so keenly tied up with its welfare. As an example, a matter of no little pride to John is that the company has never represented any medium except radio and never on any but an exclusive basis, nor has any Blair man any side business interests taking time away from the main issue.

Golf also is an early love which still means much to John. In this, too, he had an early start. When still a boy he was member of the Edgewater Golf Club, and in 1916, the year that Chick Evans, a fellow member, won the national championship, John won the Junior Club championship.

However, John Blair's greatest interest and hobby is his business and his business associates.

Personal NOTES

MURRAY STAVERS, Southern California district manager of ASCAP, who was injured when his car skidded and crashed into a bridge near San Juan Capistrano, Cal., on Jan. 24, was reported today as "making a steady recovery at Hollywood Hospital". His companion, Mrs. Margaret New Supry, who was returning with him from a business trip to San Diego, died of injuries received in the accident.

RICHARD E. SHARP, radio director of Anfenger Adv. Agency, St. Louis, has resigned to join KMOX, St. Louis in a copy service capacity.

MARTIN L. LEICH, commercial manager of WEOA-WGBF, Evansville, Ind., received the annual junior chamber of commerce distinguished service key for 1940 for his efforts during the past year on behalf of the local boy's club.

RALPH STODDARD, formerly of McCann-Erickson, San Francisco, has been added to the sales staff of KSFO, San Francisco.

DICK SWIFT, in charge of program operation of WABC, New York, is the father of a son born recently.

DANA F. BAIRD and Harry Richmond, formerly of WORL, Boston, have joined the sales staff of WLAW, Lawrence, Mass.

BOB MAGEE, sales manager of WRAW and WEEU, Reading, Pa., has been promoted to commercial manager of WEEU. Cal Jackson, announcer and member of the sales staff, has been named program director of WRAW.

HARRY ROESLER has taken charge of the Transradio Press office in Philadelphia, back after a year with the same news bureau in Hartford. He replaces William Severn, who left to accept an executive post with a Rochester newspaper.

SAM SEROTA, program director of WHAT, Philadelphia, becomes production manager of WIP, Philadelphia, on Feb. 7, succeeding Ed Wallace, promoted to assistant program director and in charge of publicity and public relations. Wallace takes the place of Bob Horn, who remains with the station as a member of the announcing staff so as to devote more time to several commercial shows he has been handling.

JOHN McKAY has been named the first production director of the Quaker Network, regional chain keyed by WFIL, Philadelphia. He locates at WFIL, coming from WJR, Detroit, and is in charge of building, writing, directing and producing shows for the Middle Atlantic regional network.

CHARLES LEINHAAS, formerly of WHO-WOC, Des Moines and Davenport, Ia., has joined the sales staff of KFBK, Sacramento, Cal.

ROBERT G. SOULE, vice-president of WFBL, Syracuse, has returned from St. Augustine, Fla. where he was called recently when his father, wintering there, was taken ill. The elder Mr. Soule is reported much improved.

JOHN A. KENNEDY, president of WCHS and the West Virginia Network, departed Jan. 26 with Mrs. Kennedy for an extended tour of South America. They plan to return the first week in April.

JOHNNY SCALES, chief engineer of KARM, Fresno, Cal., has been promoted to assistant manager by General Manager Clyde Coombs.

WILLIAM T. REED JR., vice-president of Larus Bros. Co., operators of WRVA, Richmond, was recently elected president of the Richmond Chamber of Commerce.

JOHN FERGUSON, salesman of WOAI, San Antonio, is the first member of the station's staff to be called to training under the Selective Service Act. He will report Feb. 6 to Fort Sam Houston.

KING PARK, sales director of WBBM, Chicago, on Jan. 21 became the father of his second child, a girl.

THOMAS CONRAD SAWYER, producer of the *Hedda Hopper* series, is the father of a baby boy born Jan. 22 in Hollywood.

KEN PETERS, sports announcer of KTMS in Santa Barbara has been appointed program director effective immediately. Peters is a graduate of Stanford.

MAJ. GEN. JOSEPH O. MAUBORGNE, Chief Signal Officer of the Army, will speak over an NBC network from New York Feb. 4 on "What Bearing Have Electrical Engineers on National Defense?" The address, under the auspices of the American Institute of Electrical Engineers, is one of a series on national defense.

KEN KENNEDY, program director of WDAY, Fargo, N. D., has been appointed chairman of the Junior Chamber of Commerce annual Jack Frost Winter Carnival. Bill Dean, WDAY's publicity director, has been named publicity director.

HARRY SEDGWICK, CFRB, Toronto, was taken sick with influenza in Montreal on the last day of the annual convention of the Canadian Association of Broadcasters. He was confined to bed in the Mount Royal Hotel.

ERNEST L. BUSHNELL, Canadian Broadcasting Corp. program chief, is back in Canada after being on loan for the last half year to the British Broadcasting Corp. to organize the BBC's North American broadcasts. He resumed his duties in Toronto Jan. 28.

BEHIND the MIKE

BERNARD L. SCHUBERT, former program producer of Phillips H. Lord Inc., New York, has formed his own radio production organization, Bernard L. Schubert Inc., New York, with offices at 501 Madison Ave. Telephone number is Plaza 8-0771.

CARL HOFF, Hollywood musical director of the CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co., has been made a member of the Coast Guard Reserve.

LEE KIRBY, announcer of WBT, Charlotte, has returned to work after a serious illness.

WEN NILES, Hollywood announcer of the CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co., will do the narrating for a Warner Bros. film short subject, "Wings of Steel."

PATRICIA ZOTOVICH of the CBS Hollywood music clearance department, has announced her engagement to Mark Sabovich.

RUSS WILLIAMS, formerly of KVOO, Tulsa, Okla., has been added to the production staff of KFBK, Sacramento, Cal.

DAVID CONNOR, formerly of KGNF, North Platte, Neb., has joined the announcing staff of WEED, Rocky Mount, N. C.

RAY D. WILLIAMS, part time announcer of WHIP, Hammond, Ind., has been placed on a full time basis.

Coe Gets WIND Post

D. O. COE, salesman of WIND, Gary, Ind., has been elevated to the newly-created post of resident manager, according to Ralph L. Atlass, president. Mr. Coe will handle commercial and civic contracts for the Gary studios in cooperation with the Chicago office. Before joining WIND in 1935, Mr. Coe was sales manager of WDZ, Tuscola, Ill., and previous to that was connected with the national sales department of WMBD, Peoria, Ill.

ROCCO STANCO, staff organist of WPEN, Philadelphia, composed a descriptive tone poem based on a day's diversity of radio programs. The composition, called *The Radio Suite*, is for the organ and will be given its premiere on the station shortly.

HARRY BUTLER, formerly of WILL, Urbana, Ill., has joined the announcing staff of WTAX, Springfield, Ill.

LEE KARSON, newscaster of KTAR, Phoenix, has a role in the Phoenix Little Theatre's production of *Margin For Error*, being presented for the British War Relief Fund.

FRED VANCE, formerly sports announcer of WIDWS, Champaign, Ill., has entered training for a reserve commission in the U. S. Navy.

TOM BENNETT, NBC director, who has been producing the Monday night *Chamber Music Society of Lower Basin Street* on NBC, has been transferred to the network's music department where he will write original music for NBC programs. Replacing him on the Basin Street program is Joseph Thompson of the NBC production department.

GROVER COBB has joined the announcing staff and Dorothy Skelley the commercial department of KSAL, Salina, Kan. Helen Geis also has joined the KSAL commercial staff as secretary.

WILL YEAROUT, formerly of KTSW, Emporia, Kan., and Arden Booth have joined the announcing staff of WREN, Lawrence, Kan.

FERN SHARP, conductor of the *Round Robin Review* on WBNS, Columbus, O., will also direct the new five-time weekly quarter hour women's program, *Ann Sterling*, sponsored by F. R. Lazarus & Co., local department store.

IRWIN ELLIOT, formerly of WMEX, Boston, and Steven Douglas, formerly of WKPT, Kingsport, Tenn., have been added to the announcing staff of WRC-WMAL, Washington.

BILL BEAL, continuity editor of KDKA, Pittsburgh, is the father of a boy born Jan. 20.

JOHN A. HARRIS, newscaster of KFRU, Columbia, Mo., has been named chairman of the Central Missouri Committee for the Celebration of the President's Birthday for the second consecutive year.

KEN ROBINSON, Jack Erixon, and Joe Sierer, former employees of NBC in New York, have been added to the staff of WTAR, Norfolk. Robinson and Erixon have become staff announcers, while Sierer has been put in charge of commercial continuity and publicity.

CHARLES HIGGINS, of WLAW, Lawrence, Mass., is the father of a baby girl born Jan. 23.

WARREN SAVOID, new to radio, has joined WDAY, Fargo, N. D., as newscaster. Virginia Huglen has been placed in charge of the music library.

SHELDON STARK, writer on the *Green Hornet*, *Lone Ranger*, and *Ned Jordan, Secret Agent* programs, has signed a new contract with WXYZ, Detroit.

HAL CHAMBERS, announcer, has joined KROW, Oakland, Cal., replacing Bob Goerner, who resigned due to ill health.

EDWARD D. CAMPBELL, formerly of WMBO, Auburn, N. Y., has been added to the announcing staff of WSUN, St. Petersburg, Fla.

BURT REPINE, of the WRVA, Richmond, traffic department, has been transferred to the music clearance division.

PAUL CRESAP has been named program director of WCBI, Columbus, Miss. He is succeeded on the announcing staff by Joel Byars, of Birmingham.

DONNA FARGO, former publicity agent of WMCA, New York, and KMPC, Beverly Hills, has re-joined the staff of Voices Inc., New York, as office manager.

HENRY UNTERMEYER, program producer of WABC, New York, has entered the Army as a first lieutenant and is stationed at Governors Island, New York.

Meet the LADIES

HELEN GWEN REES

COOKING, home economics, and the latest fashion trends offer no problems to Helen Gwen Rees, and she gives listeners the benefit of her knowledge on her six-weekly program on WCKY, Cincinnati. Miss Rees has had a wide experience as a woman's page editor, home service director and radio speaker. She conducted programs over WOR, Newark, and WNEW, New York, and was home economist for the *New York Enquirer* and the *Long Island Daily Press*. In 1937 she spent 12 weeks in 11 European countries, seeking recipes for the many delicacies peculiar to those countries. Although she came to Cincinnati only a short time ago she is rapidly building a following in WCKY's listening area.

HERBERT RICE, program director of the Buffalo Broadcasting Corp., wrote and directed the play "Ambition," first radio drama offered on *Sunday Night Playhouse*, weekly series featuring original plays which started Jan. 26 on MBS.

WILLIAM BROOMALL, formerly announcer of WOV, New York, has resigned to head the southwestern lecture bureau of CBS, with headquarters in Dallas.

ROGER BROWN, formerly of WHK, Cleveland, and WIOD, Miami, has joined WOV, New York, as m.c. of the station's all recorded dance music program titled *Roger Brown Around the Town*.

ROSALYN CAMPBELL, new to radio, recently joined the staff of KYA, San Francisco, as night receptionist and secretary to John Livingston, Pacific Coast manager of International Radio Sales.

ROY MAYPOLE, former program director of WARD, Brooklyn, and more recently connected with *The Order of Adventures* program on NBC, has joined the continuity staff of WOV, New York.

DANIEL RUSSELL, NBC staff announcer, who was Spanish announcer for one of the first NBC programs to South America in 1936, on Feb. 3 joins the public relations staff of Pan-American Grace Airlines.

DICK NESBITT, former National Professional Football League star with the Chicago Bears, has joined the staff of WKRC, Cincinnati, as sports reporter. His radio experience includes three years as NBC sports announcer in Chicago, where he worked with Fort Pearson on play-by-play baseball descriptions. He also handled NBC broadcasts of Rocky Mountain Conference football games in Denver.

ERNIE CHAPPELL is handling commercials on the CBS *Big Town* program, sponsored by Lever Bros., while it is originating in New York. Ken and Nadia Niles, who ordinarily announce the program, were detained in Hollywood by other radio commitments.

DICK MACK, Hollywood writer of J. Walter Thompson Co. on the NBC *Chase & Sanborn Show*, sponsored by Standard Brands Inc., has been granted a leave of absence because of illness. His assignment has been taken over by Joe Bigelow.

LAVERNE McNEILLY, new to radio, formerly a student at Columbia School of Speech, Chicago, has joined the secretarial and continuity staff of WCBS, Springfield, Ill. Miss McNeilly prepares and presents a weekly *Monologue Patterns* program.

MURIEL JOY, copy department of WGN, Chicago, has returned to her desk following a serious siege of influenza.

PHIL BOWMAN, supervisor of production of WBBM-CBS, Chicago, Feb. 4 starts a 10-week, 2 hour weekly series of instructions in radio production to be held each Tuesday in the WBBM studios for members of Chicago's Junior League.

JERRY PIVEN, formerly of WGBI, Scranton, has joined WDRC, Hartford, as an announcer. He will take over his new duties on February 10.

ETTA WILSON, for many years women's editor of the *Cleveland Press*, is doing a series of programs on WCLE featuring news about prominent women.

Staff of New WMRN

ROBERT T. MASON, brother of Frank M. Mason, NBC vice-president, reports that his new WMRN, Marion, O., which the FCC authorized for construction last July with 250 watts on 1500 kc., is now in full operation. It is RCA equipped with a Wincharger tower, and the staff comprises A. M. Dunlap, commercial manager; Russell G. Salter, from WJW, Akron, program director; S. Robert Morrison, from WBNS, Columbus, chief engineer; W. Max Thomas and Edgar Smith, operators; Stabley A. Miller, from NBC New York, production manager; Richard Peckinpaugh, music director; Louis E. Mahla, news editor. The station is controlled by Mr. and Mrs. Frank M. Mason.

WOR, New York

WITH official sanction by the FCC of removal of the main studios of WOR from Newark to its business headquarters address at 1440 Broadway, the station will hereafter be known as WOR, New York, rather than WOR, Newark.

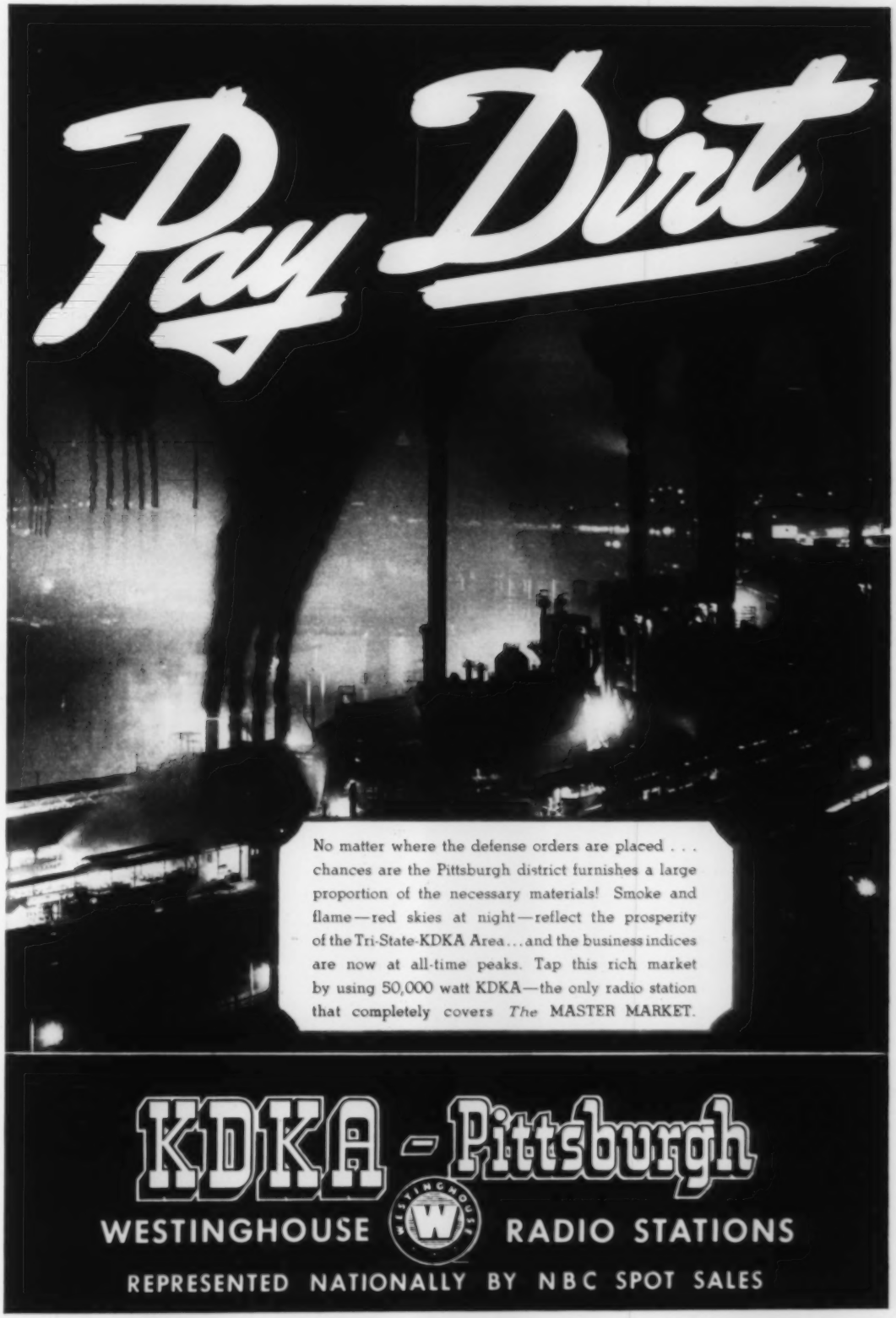
DR. WALTER DAMROSCH, NBC musical counsel, has been elected president of the American Academy of Arts & Letters at the society's recent annual election. Also elected to the Academy's board was Deems Taylor, commentator on the CBS Philharmonic concert programs Sunday afternoons.

AFTER AN absence of four weeks, Arturo Toscanini on Feb. 1 resumed direction of the NBC Symphony orchestra, heard Saturdays on NBC-Blue 9:35-11 p.m.

Davenport Heads WRBL

JAMES A. DAVENPORT, sales manager of WRBL, CBS outlet at Columbus, Ga., has been appointed station manager. Prior to his affiliation with WRBL, Mr. Davenport was connected with the sales department of WGST, Atlanta.

CHNS, Halifax, has changed its studios and offices from the Lord Nelson Hotel, to a new building, Broadcasting House, 10 Tobin St.


Pay Dirt
No matter where the defense orders are placed . . . chances are the Pittsburgh district furnishes a large proportion of the necessary materials! Smoke and flame—red skies at night—reflect the prosperity of the Tri-State-KDKA Area . . . and the business indices are now at all-time peaks. Tap this rich market by using 50,000 watt KDKA—the only radio station that completely covers *The* MASTER MARKET.
KDKA - Pittsburgh
WESTINGHOUSE RADIO STATIONS
REPRESENTED NATIONALLY BY NBC SPOT SALES

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: HOWARD H. WILSON CO.

KFAB
FOR NEBRASKA AND HER NEIGHBORS
KOIL
FOR THE OMAHA MARKET
DON SEARLE, GEN'L MGR.
EDWARD PETRY & CO., NAT. REP

Purely PROGRAMS

COOPERATING with the Army Signal Corps to train radio operators to meet expanded needs caused by the defense program, WCOP, Boston, has inaugurated a beginners instruction course in code. The WCOP *Radio Code School* will be conducted just like a classroom. The instructor will explain the code, sending dots and dashes over the air and giving written examinations on each broadcast. W. W. Chamberlain, a former ship operator and instructor in code since 1921, will conduct the course.

* * *

Pro-Democracy

TO ANSWER effectively the charges made by totalitarian governments against democracy, the Council for Democracy is presenting a series of Friday evening programs, *Why Democracy*, on WMCA, New York. Authorities from all fields of business, labor and art participate in the question and answer program to refute the objections most often raised to the democratic system of government.

* * *

Army Interviews

QUARTER-HOUR interviews of Wisconsin army personnel in training, transcribed at Camp Beauregard, Alexandria, La., are flown to WTMJ, Milwaukee, for performance. The program, aired Tuesdays and Thursdays, 6:45 to 7 p.m., under the sponsorship of the First Wisconsin National Bank, featured Brig. Gen. Paul B. Clemens on the initial broadcast.

* * *

Kid Successes

BUILT around the unusual accomplishments of juveniles in the artistic field, athletic achievements, or junior business ability, is the new thrice-weekly *We the Kids*, on KYA, San Francisco. Dwight Newton, of the *San Francisco Examiner*, conducts the interviews. Each broadcast presents youngsters who have attained recognition for a worthwhile achievement.

* * *

Out of the Files

TO CELEBRATE the 1,000th newscast sponsored by San Antonio Brewing Assn., WOAI, San Antonio, read bulletins from the 750th, 500th, and 250th programs. About 150 attended the anniversary, with Hugh Halff, WOAI president, and B. B. McGimsey, sponsor vice-president, participating. Corwin Riddell is newscaster.

* * *

Meet the Famous

KEEPING pace with the Palm Beach social season, WJNO, West Palm Beach, Fla., has started the new *Welcome to . . .* feature, built around interviews with interesting visitors. Originating in the private office of Hugh Dillman, president of the exclusive Everglades Club, the series presents interviews with visiting celebrities.

Likee, No Likee

TO TEST listener reaction to its recent NBC-Blue affiliation, WCBS, Springfield, Ill., on network breaks between 9 and 10 Monday nights, runs a series of spots soliciting comments and criticisms of its new programs. Best letters received are read the following Thursday after the 10 p.m. news summary.

* * *

Talent Quest

WITH a one week professional contract at the local Lyric Theatre as prize, WFBM, Indianapolis, invites local talent to compete on its three-quarter hour contest, *Indiana Talent Parade*, each Sunday afternoon. Winner is determined by telegraph and mail votes.

* * *

University News

CURRENT activities on the U of California campus, including athletic and social functions, are covered on *Views on Campus News* on KRE, Berkeley, Cal. Lowry Wyatt presides at the mike.

Florida Toasts

IN THE INTEREST of better relations with other stations throughout the country. WSUN, St. Petersburg, Fla., is presenting *The Sunshine Salute*, a two-hour broadcast every Saturday night commencing at midnight. Joe Frohock, m.c. of the show, has arranged special salutes to the various stations that he visited while on a tour last summer. Interspersed with the entertainment are transcriptions, sent by the station featured, presenting station personalities and local celebrities.

* * *

Celebrities Speak

NEW SERIES of celebrity programs, in which Maurice Dreicer interviews each weekday night for a quarter-hour persons prominent in their profession has started on WOV, New York. Janet Flanner, special profile writer for the *New Yorker* magazine, was interviewed Jan. 30 on the art of writing.

* * *

Juvenile Tastes

GAUGED to the tastes of youngsters, stressing travel, natural history and world geography is *Alameda City School of the Air* on KLX, Oakland, Cal.

55,120 VISITORS

55,120 people visited WFBR's Radio Centre last year -- evidence of public interest and the pulling power of WFBR's local "live talent" shows!

(3 announcements brought more than 1000 requests for one Sunday afternoon show.)

★ Let WFBR's program department build you a crowd-getting live talent show. No other Baltimore station has comparable facilities.

IN BALTIMORE--IT'S

WFBR

National Representative: Edward Petry & Co.

★ ON THE NBC RED NETWORK ★

Sailfish Derby

DURING the 22-day Silver Sailfish Derby of Palm Beach, Fla., WJNO, West Palm Beach, is carrying daily broadcasts covering interviews with daily contest winners and leaders, official and unofficial catch reports, and complete Derby news. WJNO is broadcasting direct from the *Duchess 2d*, flagship of the 102-boat fishing fleet, through its relay station, WJNP. Vernon Crawford, WJNO announcer, is m.c. of the program, with Jack Butler, prominent Palm Beach sportsman and captain of *Duchess 2d*, handling color. The West Palm Beach Fishing Club has designated Feb. 6 as WJNO Day as a tribute from the 51 chartered and 51 privately owned boats of the official fleet.

* * *

Kids' Hour

CHILDREN'S HOUR quiz show, *Children's Encyclopedia*, has started on CHLP, Montreal, for Ogilvie Flour Mills Co. Ltd. The program goes on the air Saturday afternoons from 2 to 3 before a studio audience of 300 children, who obtain admission to the show by sending in a question with a box top. All children are assigned numbers, all can take part. Prizes in the form of jackknives, hockey sticks and other boy and girl items are handed out for correct answers among studio audience and to those sending in questions used. The account was placed through J. J. Gibbons Ltd., Montreal.

* * *

Odd News Items

NEWS ODDITIES are the substance of the news commentations of Announcer Stewart Finley, of KYW, Philadelphia, who started his daily *Oddities in the News* on KYW Jan. 27. In the early morning, aimed at the women audiences, emphasis is on the unusual and comical incidents in the day's news, local and national, rather than spot and timely events.

* * *

Fans vs. Experts

HYDE PARK BREWERIES, St. Louis, on Jan. 30 started *Sports Quiz With the Experts* on WCBS, Springfield, Ill. Four local sports authorities are quizzed on each program and if they are unable to supply the correct answers, persons from the studio audience are called upon. Each person answering a question correctly receives $1.

* * *

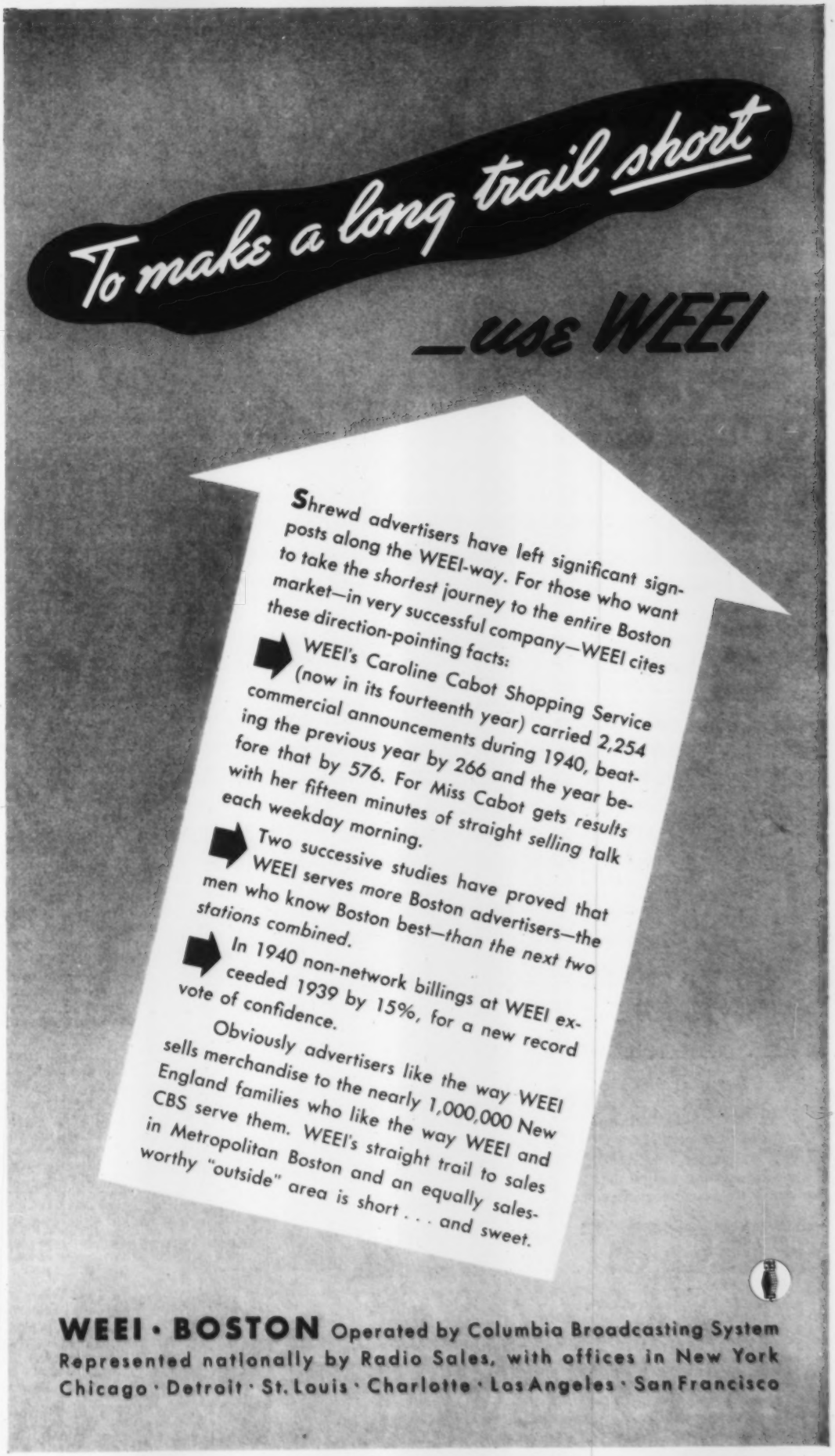
Conscript Conference

VIEWPOINTS and questions on military training of four average draftees were presented in a round-table discussion on WDSM, Duluth. Discussion was presided over by Capt. Paul Sevareid, public relations officer of the Minnesota State selective service office, and brother of Eric Sevareid, CBS Washington correspondent.

* * *

Snow Status

DEALING with skiing and other winter sports, conditions at the various winter resorts in Northern California and presenting interviews with leading skiers, KROW, Oakland, Cal., recently started the weekly *Up-ski*. Program is conducted by Jack Carmody, member of the California and National Ski Clubs.


To make a long trail short
—use WEEI
Shrewd advertisers have left significant signposts along the WEEI-way. For those who want to take the shortest journey to the entire Boston market—in very successful company—WEEI cites these direction-pointing facts:
WEEI's Caroline Cabot Shopping Service (now in its fourteenth year) carried 2,254 commercial announcements during 1940, beating the previous year by 266 and the year before that by 576. For Miss Cabot gets results with her fifteen minutes of straight selling talk each weekday morning.
Two successive studies have proved that WEEI serves more Boston advertisers—the men who know Boston best—than the next two stations combined.
In 1940 non-network billings at WEEI exceeded 1939 by 15%, for a new record vote of confidence.
Obviously advertisers like the way WEEI sells merchandise to the nearly 1,000,000 New England families who like the way WEEI and CBS serve them. WEEI's straight trail to sales in Metropolitan Boston and an equally sales-worthy "outside" area is short . . . and sweet.
WEEI • BOSTON Operated by Columbia Broadcasting System
Represented nationally by Radio Sales, with offices in New York
Chicago · Detroit · St. Louis · Charlotte · Los Angeles · San Francisco

Sues Flamm for Fee

PAPERS for a suit against Donald Flamm, former owner of WMCA, New York, Knickerbocker Broadcasting Corp. and Emile Weinberg, were filed Jan. 27 in New York Supreme Court by Alexander J. Jacoby, broker, who claims that he and Weinberg, former partners, had entered into an arrangement with Mr. Flamm to collect a commission when and if they were instrumental in selling WMCA. The suit was brought in view of the recent sale of WMCA to Edward J. Noble [BROADCASTING, Jan. 20]. It is understood Mr. Flamm denies that the plaintiff was involved in any way in the $850,000 sale of the station.

"SOUND" DOLLARS!

When you buy RADIO, you buy SOUND. When you buy WAIR, you make SOUND a SOUND investment. You'll agree — after your campaign starts on—

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

Laemmar on Daylight Saving

(*Continued from page 20*)

in all the areas observing Daylight Saving Time, according to a report issued by the Merchants' Association of New York. This is found to be the most complete source showing all localities observing Daylight Saving Time. To date the tail has been wagging the dog. If radio were to observe Standard Time throughout the year, the majority would be served and the irregular changes of times of programs would be eliminated.

Let's examine just what would happen if Standard Time were observed by radio throughout the year.

First, when the last Sunday of April came along in those cities observing Daylight Saving Time, all programs would be heard one hour later. While this would create several problems which we shall discuss below, the fact still remains that the radio audience could much more easily adjust itself to a one hour change in all programs rather than to the irregular changes throughout the day.

Programs Affected

One of the first problems resulting from observance of Standard Time would be with regard to evening programs. Ten o'clock originations would be broadcast at 11 p.m. However, a quick glance at a last summer's schedule showed that only the following programs originated at 10 p.m.:

Monday—Carnation Co., *Contented Program*, NBC-Red; Lady Esther Co., Guy *Lombardo*, CBS.

Tuesday—Pepsodent Co., *Tommy Dorsey*, NBC-Red; Liggett & Myers Tobacco Co., *Glenn Miller*, CBS.

Wednesday—American Tobacco Co., *Kay Kyser's College*, NBC-Red; *Glenn Miller*, CBS.

Thursday—Sealtest Inc., *Rudy Vallee*, NBC-Red; *Glenn Miller*, CBS.

Friday—P. Lorillard Co., *Don Ameche*, NBC-Red.

Saturday—R. J. Reynolds Tobacco Co., *Uncle Ezra*, NBC-Red; Pet Milk Co., *Serenade*, CBS.

Sunday—General Electric Co., *Hour of Charm*, NBC-Red; Ironized Yeast Co., *Good Will Hour*, NBC-Blue; Wahl Co., *Take It or Leave It*., CBS.

These programs last summer originated at 10:30 p.m.:

Tuesday—Brown & Williamson Tobacco Co., *Dog House*, NBC-Red.

Friday—Miles Labs., *Quiz Kids*, NBC-Red.

Summer Habits

I believe everyone will admit that listening habits are later in metropolitan areas—including those observing Daylight Saving Time—in the summer so that at 11 p.m. origination in the Eastern Time Zone would not be as bad as it sounds. An important factor offsetting this disadvantage is that *time costs would be reduced by one-half* in the Eastern Time Zone.

Another problem would be with regard to the rates to be charged those advertisers whose network programs are scheduled between 5 and 6 p.m. during Standard Time. These programs would be aired between 6 and 7 p.m. during Daylight Saving Time in cities observing DST which carries night rates. Perhaps the networks could establish a transition rate for the summer only, so these advertisers would not be forced to pay night rates.

The third problem would perhaps work out as an advantage. Morning programs would be broadcast one hour later in cities observing Daylight Saving Time. This would result in musical clock programs not reaching the audience for which they were intended. However, due to the fact that an additional hour would be available, musical clock time could be adjusted accordingly.

With regard to the script programs which are so abundant during the day, few advertisers should object to the one hour shift which would be necessary, with the same program sequence. Under the present system, programs are reaching the listeners an hour *earlier* in those cities not observing daylight saving time so that there would simply be an hour change in the other direction.

The idea of radio observing Standard Time throughout the year should not be considered as a cure-all. It does seem, however, that it would be a definite improvement over the present system. Instead of realigning the entire week's programs, it would be necessary to reschedule some, not all, of the early morning and late evening programs —but only in those cities observing Daylight Saving Time.

What Do You Think?

When the NAB Code was adopted it took on particular significance because it showed how many station managers and advertising interests were able to overlook their own interests and think of what was best for the radio industry as a whole.

If the time-change problem were solved by having radio observe Standard Time throughout the year, it would be necessary again to call on the industry as a whole. For both radio and the advertiser it would be a matter of give and take. I believe it is possible to have this take place by April, 1941.

Simultaneous with the publication of this article, this suggested solution to the time-change problem is being submitted to the research and sales managers' division of NAB, to the four networks, NBC-Red and Blue, CBS and MBS, and to the chairman of IRNA.

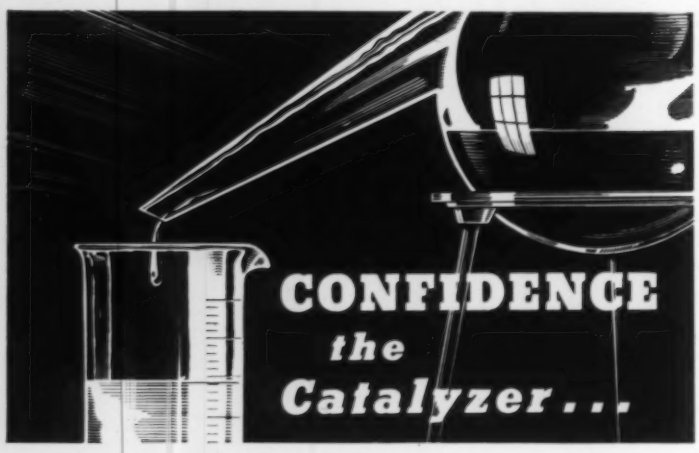
One way to get this movement under way is to have expressions of opinion from all interested so that it will be possible to tell whether or not this solution would reflect the enthusiasm of both radio stations and advertisers alike. Will those who are interested in a solution to the time-change problem please write in their expressions, addressing them to the writer?

Swan Soap in Northeast

LEVER BROTHERS Co., Cambridge, starting its promotional drive for its new product, Swan soap, is sponsoring one-minute announcements on a number of Northeastern stations. Copy stresses the superiority of the product over other floating soaps, according to Young & Rubicam, which has announced no further details.

Garfield Tea Tests

GARFIELD TEA Co., Brooklyn, on Jan. 21 started a test campaign to promote its tea products and headache powders using three spot announcements weekly on KMPC, Beverly Hills, for a 30-week period. Agency is Green-Brodie, New York.



● Listener confidence is the essential element which transforms an expenditure for time and talent into a profitable advertising investment. It makes *markets* out of coverage areas, changes statistics into buyers.

Listener confidence, firmly established and zealously maintained, helps advertisers to obtain gratifying results on these stations.

KGW ☆ KEX

620 KC
5000 WATTS DAYS—1000 WATTS NIGHTS
NBC RED

1160 KC
5000 WATTS CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO., Inc.

Operated in the Public Interest by
THE OREGONIAN
The Great Newspaper of the West

OUR TARGET: The world's largest market.
OUR WEAPON: 5000 WATTS day and night with Directional Antennae.
OUR AMMUNITION: Your product programmed with intimate appeal to New York's Melting Pot millions.
OUR AIM: To insure results.

WBNX NEW YORK : 5000 WATTS

COMMERCIAL PROSPECTS of television may or may not have been the subject of this smiling conversation between three of RCA-NBC folk at the Jan. 27 conference during which the National Television System Committee advanced technical recommendations for commercial television operation. They are (l to r) O. B. Hanson, NBC vice-president and chief engineer; Dr. C. B. Jolliffe, RCA frequency service; A. H. Morton, NBC vice-president who is in charge of television operations.

Video Group Offers Standards

(Continued from Page 18)

turn briefly reviewed the questions considered and recommendations finally agreed upon by individual panel groups. He estimated that the NTSC organization had held some 60 meetings, which with an average of 10 persons attending each meeting accounted for more than 5,000 man-hours in bringing out the comprehensive technical reports, which constituted a foot-high stack of mimeographed volumes.

Panel chairmen appearing before the four attending FCC commissioners—Fly, Craven, Case and Walker—to make individual reports were Dr. P. C. Goldmark, CBS; Dr. A. N. Goldsmith, New York consulting engineer; J. E. Brown, Zenith Radio Corp.; E. W. Engstrom, RCA; B. Ray Cummings, Farnsworth Television & Radio Corp.; I. J. Kaar, General Electric Co.; Daniel E. Harnett, Hazeltine Corp.; Dr. T. T. Goldsmith, Allen B. DuMont Labs.; David B. Smith, Philco Corp.

Full text of the summary report of the NTSC, covering 22 specific recommendations, offered by Dr. Baker as the hearings concluded, follows:

The National Television System Committee recommends herewith transmission standards for commercial television broadcasting. The committee recognizes the coordinate importance of standardization and the commercial application of technical developments now in the research laboratories. These standards will make possible the creation, in the public interest, of a nationally coordinated television service and at the same time will insure continued development of the art.

Monochromatic transmission systems other than those embodied in these standards should be permitted to operate commercially, when a substantial improvement would result, provided that the transmission system has been adequately field tested and that the system is adequately receivable on receivers responsive to the then existing standards.

This committee believes that, although color television is not at this time ready for commercial standardization, the potential importance of color to the television art requires that—

(a) A full test of color on the Group A channels be permitted and encouraged, and that

(b) After successful field test, the early admission of color to the Group A channels on a commercial basis coexistant with monochromatic television be permitted employing the same standards as are herewith submitted except as to lines and frame and field frequencies. The presently favored values for lines, frame and field frequencies for such a color system are, respectively, 343, 60, and 120.

These transmission standards are recommended for commercial television broadcasting on the following channels:

No. 1.	50-56	mc.
No. 2.	60-66	mc.
No. 3.	66-72	mc.
No. 4.	78-84	mc.
No. 5.	84-90	mc.
No. 6.	96-102	mc.
No. 7.	102-108	mc.

I. The Television Channel

1. The width of the standard television broadcast channel shall be six megacycles per second.

2. It shall be standard to locate the picture carrier 4.5 mc. per second lower in frequency than the unmodulated sound carrier.

3. It shall be standard to locate the unmodulated sound carrier 0.25 mc. per second lower than the upper frequency limit of the channel.

4. The standard picture transmission amplitude characteristic shall be that shown in a drawing (Drawing I).

II. Scanning Specifications

5. The standard number of scanning lines per frame period in monochrome shall be 441, interlaced two to one.

6. The standard frame frequency shall be 30 per second and the standard field frequency shall be 60 per second in monochrome.

7. The standard aspect ratio of the transmitted television picture shall be 4 units horizontally to 3 units vertically.

8. It shall be standard, during the active scanning intervals, to scan the scene from left to right horizontally and from top to bottom vertically, at uniform velocities.

III. Picture Signal Modulation

9. It shall be standard in television transmission to use amplitude modulation for both picture and synchronizing signals, the two signals occupying different amplitude ranges.

10. It shall be standard that a decrease in initial light intensity cause an increase in radiated power.

11. It shall be standard that the black level be represented by a definite carrier level, independent of light and shade in the picture.

12. It shall be standard to transmit the black level at 75% (with a tolerance of plus or minus 2.5%) of the peak carrier amplitude.

IV. Sound Signal Modulation

13. It shall be standard to use frequency modulation for the television sound transmission.

14. It shall be standard to preemphasize the sound transmission in accordance with the impendance-frequency characteristic of a series inductance-resistance network having a time constant of 100 microseconds.

V. Synchronizing Signals

15. It shall be standard in television to radiate the synchronizing waveform shown in a drawing (Drawing II).

16. It shall be standard that the time interval between the leading edges of successive horizontal pulses shall vary less than 0.5% of the average interval.

17. It shall be standard in television studio transmission that the rate of change of the frequency of recurrence of the leading edges of the horizontal synchronizing signals be not greater than 0.15% per second, the frequency to be determined by an averaging process carried out over a period of not less than 20, nor more than 100, lines, such lines not to include any portion of the vertical blanking signal (see Note A).

VI. Transmitter Ratings

18. It shall be standard to rate the picture transmitter in terms of its peak power when transmitting a standard television signal.

19. It shall be standard in the modulation of the picture transmitter that the radio frequency signal amplitude be 15% or less of the peak amplitude, for maximum white (see Note B).

20. It shall be standard to employ an unmodulated radiated carrier power of the sound transmission not less than 50% nor more than 100% of the peak radiated power of the picture transmission.

21. It shall be standard in the modulation of the sound transmitter that the maximum deviation shall be plus or minus 75 kc. per second.

VII. Polarization

22. It shall be standard in television broadcasting to radiate horizontally polarized waves.

Note A: It is recommended that as progress in the art makes it desirable, the maximum rate of change of frequency of the transmitted horizontal synchronizing signals for studio programs be reduced and that limits be set for transmissions originating elsewhere than in the studio.

Note B: It is the opinion of the NTSC that a picture transmitter not capable of a drop in radio frequency signal amplitude to 15% or less of the peak amplitude would be unsatisfactory since it would not utilize to the best advantage the available radio frequency power. At the same time the NTSC is aware of the practical situation that it may not be possible for all of the first picture transmitters to meet this standard. It should be possible in picture transmitters for the lower frequency channels in Group A to meet this standard, although it may not be possible for picture transmitters for the higher frequency channels in Group A to meet it at first. After the first operation on the higher frequency channels and as designs progress it should be possible to meet it. It is requested that the FCC take cognizance of this situation.

WDAY for the Red River Valley

FARGO, N. D. • 5000 watts • NBC

FREE & PETERS, Inc., National Representatives

WCKY·UP news

REX DAVIS

STUDEBAKER NEWSCASTER

6 DAYS PER WEEK

WCBM

BALTIMORE, MARYLAND

Affiliated With The

MUTUAL

Broadcasting System

JOHN ELMER, *President*

GEO. H. ROEDER, *Gen. Mgr.*

National Representatives

THE FOREMAN COMPANY

247 Park Ave., New York

Wrigley Building, Chicago

INS

Short takes assure speediest delivery and fastest transmission of news. Greatest possible variety for well-balanced newscast. That's INS.

INTERNATIONAL NEWS SERVICE

WFBG

ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

WHB

has a swell spot for a juvenile show if you'd like to be part of this line-up:

5 P. M.—Available
5:15—The Lone Ranger
5:30—Orphan Annie
5:45—Captain Midnight

KANSAS CITY

CHNS

HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

1000 WATTS

WCAR

Proudly Points To Its
★ COVERAGE
IN A RICH MARKET
★ RESULTS
SO ECONOMICALLY PRODUCED
★ PROGRAMS
SO EFFECTIVELY PRESENTED

Get the facts from WCAR
PONTIAC, MICH.
OR
RADIO ADVERTISING CORP.
National Representatives
NEW YORK · CHICAGO · CLEVELAND

WOL

WASHINGTON'S 1st
24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL
RADIO SALES
WASH., D. C.

New Assignments For Three Westinghouse Engineers Announced

THREE ranking engineers of Westinghouse Radio Stations on Feb. 3 take up new assignments, according to an announcement by Lee B. Wailes, Westinghouse manager of broadcasting. Dwight A. Myer, for the last five years in charge of technical operations of WBZ, Boston, has been advanced to KDKA, Pittsburgh, as chief engineer. F. M. Sloan, of KYW, Philadelphia, succeeds Myer as WBZ chief engineer as well as technical director of WBOS, Westinghouse international shortwave outlet in Boston. His place at KYW has been taken by George E. Hagerty, who becomes assistant to Chief Engineer Ernest H. Gager.

Mr. Myer

In announcing the appointments, Mr. Wailes explained the shifts were made to fill vacancies resulting from the company's policy of releasing men for armed services. Mr. Myer's first broadcasting job was chief engineer of WOC, Davenport, Ia. He joined the Westinghouse organization a year later as operator at KYW, then located in Chicago. In 1925 he was assigned to WBZ-WBZA as chief engineer, four years later taking over as chief engineer of KDKA, and finally returning to Boston in 1936 as plant manager of WBZ.

Mr. Sloan, who goes to WBZ, has been with KYW for more than six years. He joined Westinghouse in in 1925 at WBZ, then located at Springfield, Mass. Mr. Hagerty, who began his professional career before entering college, for four years was a marine radio operator. After graduating from Tufts College engineering school in 1936, he joined the technical staff of KYW.

Seeks Control of WMRC

C. GRANVILLE WYCHE, an attorney, will become 51% owner of WMRC, Greenville, S. C., if the FCC authorizes a transfer of 1,530 shares of common stock to him for $25,040. Mr. Wyche proposes to purchase the remaining interest of R. A. Jolley, head of the Nehi Bottling Co. of Greenville and the Royal Crown Bottling Co. of Charleston and Orangeburg, S. C. Roger C. Peace, publisher of the *Greenville News* and *Piedmont* and operator of WFBC, Greenville, owns the other 49%. WMRC was authorized last June and operates with 250 watts on 1500 kc.

More for Plough

PLOUGH Inc., Memphis, continuing expansion of its radio campaign, has added 12 more stations in the South and Southwest on behalf of St. Joseph Aspirin and Penetro. The new schedule includes one-minute announcements on stations from El Paso to Fort Wayne. More than 35 stations have been carrying fall and winter copy for the products. Additions include WIS WWNC WTAR WSFA WDOD KROD KRIS KTBS KGBX WOWO KXOK WJHL. Agency is Lake-Spiro-Shurman, Memphis.

in the CONTROL ROOM

CHARLES WAZLO, technician of KOY, Phoenix, is the author of an article in a recent issue of the *Journal of the Electrical Worker*, titled "Electricity Aids Physicians in Cures."

BILL HAASE has been appointed chief engineer of KVI, Tacoma, Wash., succeeding Jim Wallace, who resigned to go with Graybar.

PAUL FARRELL, recently resigned from the technical staff of KPMC, Bakersfield, Cal., to accept a position with the State Highway Patrol station at Sacramento. W. A., McFarland, formerly of Redding, succeeded him at KPMC.

L. D. CARDWELL, has resigned from the technical staff of KGDM, Stockton, Cal., to join KENO, Las Vegas, Nev.

B. E. REILAND, technician of KWG, Stockton, Cal., has been called to active duty in the Naval Reserve and has been succeeded by Albert Gilbeau, formerly a member of the staff.

J. D. VENON, veteran operator of KOMO-KJR, Seattle, Wash., has been called to active duty in the Naval Reserves. Paul Roegner, formerly of KOL, replaces Venon.

MICHAEL McMULLEN, formerly chief engineer of KXA, Seattle, Wash., recently resigned to join the technical staff of KIRO. Johnny Dubuque succeeded him at KXA.

ARTHUR TURNROSE, formerly of the Radio Division Golden Gate Exposition, San Francisco, and KOY, Phoenix, Ariz., has joined the technical staff of KWJB, Globe, Ariz.

Ain't No Whales In Fishpond (Ky.)!

If you're fishin' for sales in old Kaintuck, you probably don't *want* the small-fry towns like Fishpond, Fishtrap and Defeated Creek! What you *do* want is where the big-uns are—the rich, responsive Louisville Trading Area, which, for example, has 86% more income-tax payers than the rest of Kentucky combined! . . . WAVE, *alone*, completely covers this moneyed market—gives you what you want, without waste! Why pay extra for anything else?

LOUISVILLE'S WAVE
INCORPORATED
5000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

C. J. OTTE resigned from the technical staff of KERN, Bakersfield, Cal., the end of January to go on active duty with the 115th Observation Squadron, California National Guard.

THEODORE W. CHEZIK has been promoted to chief operator of WRVA, Richmond, Va.

WALTER NEAL PIKE has joined the engineering staff of WMRC, Greenville, S. C.

FRANK J. ELLIOTT, formerly of KVRS, Rock Springs, Wyo., has joined the engineering staff of KYAN, Cheyenne.

ALDEN M. DOUGHTY, formerly of WORL, Boston, has joined the engineering staff of WLAW, Lawrence, Mass.

THOMAS C. REID has joined the engineering staff of WFVA, Fredericksburg, Va.

PAUL LAWRENCE has joined the engineering staff of WISE, Asheville, N. C.

ALBERT H. WEISE has been added to the engineering staff of KFUO, St. Louis, as a relief operator, substituting for an operator now taking military training.

J. A. ILDERTON, Jr., has joined the engineering staff of WJBY, Gadsden, Ala.

MARION WADE, Joe Cline and Guy Glenn have joined the engineering staff of WREN, Lawrence, Kan. William McKnight, WREN engineer, is the father of a boy born recently.

J. C. CONNELLY, engineer of KGNC, Amarillo, Tex., on Jan. 16 married Patricia Fanning.

JOHN M. PETTY has joined the engineering staff of WKBZ, Muskegon, Mich.

WILLIAM B. HAVERCAMP has joined the engineering staff of WGAL, Lancaster, Pa.

WHITMAN N. HALL, formerly chief engineer of WCOP, Boston, has been made chief engineer of WOV, New York.

RICHARD JOHNSON, from WOCB, West Yarmouth, Mass., has joined the engineering staff of WCOP, Boston.

SCOTT HELT, chief engineer of WIS, Columbia, S. C., has been appointed chairman of the engineering committee of the fourth district of the NAB.

LEO MOEN, technician of KRSC, Seattle, has resigned to become assistant business agent of Radio Technicians, IBEW, for the state of Washington.

ORBRA HARRELL, engineer of WAGA, Atlanta, is the father of a baby girl, born Jan. 7.

CHARLES CHRISMON, formerly of WKPT, Kingsport, Tenn., has been named head of the studio engineering staff of WAIR, Winston-Salem, N. C. Clyde Penny has joined the staff.

KENNETH LITE, engineer of KIT, Yakima, Wash., and Katherine Armstrong have announced their engagement. Wedding is scheduled for February.

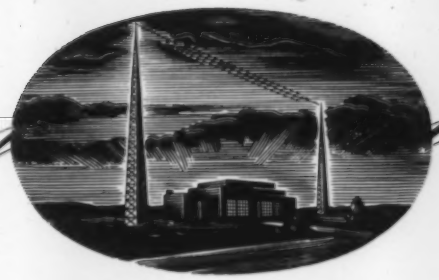
LOREE ANDERSON, engineer of KGER, Long Beach, Cal., recently entered active military training.

CHARLES DAVIDSON is the first member of the engineering staff of WOR, Newark, to be drafted. He has been with the station for six years.

PETER GOSCH, of Houston, has joined the operating staff of WOAI, San Antonio.

EDWARD CURRIE, formerly with Eastern Airlines, has joined the engineering staff of WCBI, Columbus, Miss.

Notes from a network program



Here is a quotation from *The Telephone Hour*—a regular network program heard each Monday night at 8 o'clock, E.S.T. It gives a brief history of a company which has worked hand-in-hand with the radio industry since the beginning of broadcasting.

★ ★ ★

"Two years after the invention of the telephone, there were only 234 telephones in this country. But it was not long before the demand outgrew the little shop where the telephone was born and then came the need for more and better telephone apparatus. So Alexander Graham Bell and his associates began buying equipment from six different companies.

"But there was one company whose instruments, somehow, were always a little better than the others. It was the shop of Gray and Barton, which became known as Western Electric.

"In telling of those early days, Thomas A. Watson, who worked with Bell on the first telephone, said: 'When a piece of equipment built by Western Electric came into our shop, we boys always had to admire the superlative excellence of the workmanship.'

"So the record of performance determined the course of events. The Bell Company acquired an interest in Western Electric. Later it bought the company to gain the full benefits and economies of centralized manufacture and closer co-operation with the research of the Bell Telephone System.

"The experience of the past half-century has proved it to be a good move. Western Electric apparatus is one reason why this country has the best telephone service in the world. For it is Western Electric that provides a dependable supply of telephone equipment, uniform in design and of high quality, to your Bell Telephone Company and to every other Bell Telephone Company throughout the country.

"The centralized plan of purchasing and manufacturing has brought constant improvement in the speed, clarity and efficiency of the telephone and saved millions of dollars for telephone users."

Egolf on Daylight Saving

(Continued from page 20)

porting to Publishers' Information Bureau:

	%1937 (192 stations)	%1938 (167 stations)	%1939 (139 stations)
Aug.	7.0	7.4	7.4
Sept.	7.2	7.1	7.7
Sept. decrease over Aug. (% of entire year)	.2	.3	.3

Take the networks' actual billing for September, compare it to the potential billing based on the newspaper index, namely .9% of the entire year for 1937, 1.5% of the entire year for 1938, and .9% of the entire year for 1939, and you see how much the networks lost in revenue for those three years. The total amount is $1,852,711.

Three Losing Years

Do the same thing with national spot time sales, using the radio percentages as the index for all national spot time sales, as reported to the FCC. That will show you how much national spot business was lost in those three years. The total amount is $1,062,100.

Combine the two and you have $2,914,811, radio's approximate total loss of revenue in those three year alone! We will not exhume the dead figures of 1936, 1935 and previous years. What about 1940, already gone and not yet figured? 1940 having been an election year might improve that picture somewhat. But what about 1941 and years to come? Staggering losses in potential revenue are piling up because radio has change of time and continues to play around with an eastern, big-city expedient, Daylight Saving Time. Perhaps we just don't care. We're doing pretty well. In other words:

> Shoot the millions to me,
> Mullendore;
> When they're gone, shoot
> me more!

If you don't like figures, (and I don't like these, either) look at it another way. Using as an index the increase in national newspaper advertising in September over August we find that in 1937, 1938 and 1939, gross network time sales for September were only slightly over 20% (1/5) of their potential, each year.

Gross national spot time sales for September, 1937, were only slightly over 20% (1/5) of their potential; for September, 1938, were 120% less than their potential (a minus .3% of the year under August); and for September, 1939, were exactly 33 1/3% of their potential. This might not disturb Wall Street but it makes sales managers wince.

Make charts of all three, national newspaper advertising, gross network time sales and gross national spot time sales, for 1937, 1938 and 1939. You will see that the three fluctuate, meander divergently and convergently, until they come to September, when they take on an insidious consistency which spells the loss of revenue to radio which I have described. October does not offset radio's September losses. October increases over August are relatively the same in all three, newspaper, network and national spot radio.

Down the Summer Chute

One other thing stands out: Newspapers remain closer to a normal level, that is, don't drop off so badly, from April to October, whereas network and national spot radio scrape bottom. We put ourselves on a greasy slide in April and hit quicksand in August and September. But grab your hats, boys! The networks slide as fast as we do!

Summertime radio has always been handicapped, since the days when scarcity and weakness of stations and receivers made poor reception noticeable and advertisers wary. By practicing change of time radio has set up for itself an impassable barrier to the removal of this handicap.

Today, blessed with pronounced advantages over other media for combating the summer slump, radio yet adds fire to its own difficulties by defining summer, by calling attention to summer, by allowing summer to make mince-meat of its broadcast schedules and by continuing to offer that unpalatable warm weather dish until everyone has long since become sick to death of Eastern Daylight Saving Time. Radio has placed itself in a bottleneck and put a stopper on it.

In an unguarded, or possibly annoyed, moment a prominent network official wrote to me: "Although Daylight Saving Time broadcast schedules may be somewhat disturbing to listening areas staying on Standard Time, nevertheless the men who spend the dollars for radio advertising live in Daylight Saving Time zones and they are far more impressed with what they hear and their associates hear and form their judgments accordingly, than with what appears to happen in Standard Time areas."

Such whimsicality reminds me of the advertisers who in the early days insisted on placing their wives in the solo positions on their sponsored shows. Radio humored them until nature took its course and the wives returned to their drawing rooms. In the matter of Daylight Saving Time, however, radio cannot afford to be so indulgent. The eastern advertisers referred to may be developing a precocious taste for this thing, which will stunt their growth, not to mention the drain on our cellars and the further annexation of directing authority.

Find the Boss!

The last named, to wit: Who is running radio, the advertisers or the broadcasters?, is a detour loaded with dynamite. If we are

CASH goes to Maintenance Engineer Clark Smith of KMBC (left). He's the first man to receive a bonus promised by Arthur Church, president of the station, to employes called to military service. Smith, shown being interviewed by Larry Clark, special events director, is a first lieutenant in the Signal Corps reserve.

KSL
50,000 WATTS
SALT LAKE CITY
CBS

The station that does a quality job on a quantity basis

Ask any Edw. Petry office for more information about KSL, one of the sixteen CBS 50,000 watt stations.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

A POINT OF PRIDE...

WWNC -- owned and operated by The ASHEVILLE CITIZEN-TIMES CO. --- points -- with pride -- to the compliments of satisfied advertisers on a COMPLETE MERCHANDISING SERVICE...

WWNC -- a Best Buy on CBS's Southeastern Group -- a Must for National Spot.

WWNC

570 Kilocycles ASHEVILLE, NORTH CAROLINA

not big enough now, however, to take independent action with respect to change of time, we never shall be.

The advertisers themselves, particularly national spot advertisers, are not coming off so well as they might imagine. Everyone in radio knows that ATC (after time change) schedules are completely unreliable if prepared earlier than two weeks prior to change of time. They are scarcely reliable then. Yet 30 to 60 days before time change stations are pestered for availabilities. This is particularly true preceding time change in the fall, when agencies are trying to get appropriations set and distributed over hundreds of radio outlets.

The jockeying becomes furious. Stations which attempt to do a sincere job of scheduling, pleading with agencies and representatives to wait until two weeks before time change, are badgered, brow-beaten and threatened with loss of the business entirely if some form of ATC schedule is not submitted at once. To the warning that such schedules are palpable, bare-faced lies, agencies and representatives reply: "Who cares about that? We've got to get the appropriation or it will go somewhere else! Send us anything and we'll correct it later."

A Bard Amok

Last fall I gave up in disgust and send in schedules prefaced by the following verses:

Last night I heard upon the air
A little spot that wasn't there!
Tonight once more I listened in
And jese, it wasn't there again!

If buyers rave and tear their hair
To see a spot that isn't there,
I wonder what will happen when
They find it isn't there again?

Who suffers when radio is forced to disregard ordinary business ethics and desert the conscientious position upon which advertisers are bound to depend in the execution of all radio contracts?

Personally, and on this ground alone, I dislike lying to protect a system of operation which is the most deceitful and damaging that we have known in all radio history.

The newspaper editor who changed the entire make-up of his paper twice in one year, even though the paper still came to its subscribers in full between the first and last pages, probably would not be there to change it another year. Radio, however, changes its entire make-up twice yearly with bland indifference to the consequences. The result is wholesale confusion of the listeners, which lasts all summer, and then the blunder is repeated in the fall.

What shall we do about change of time?

What do you do about anything that costs you money, disrupts your organization, attacks your integrity and creates animosity in the place of good-will?

ARMOUR & Co., Fort Worth, has started a weekly series of quarter-hour programs over 14 Texas State Network stations in behalf of its Clover Bloom butter and cheese.

Former Governor's Son Runs Cordele Outlet

E. D. RIVERS Jr., son of the former Governor of Georgia, has been named manager and commercial manager of WMJM, Cordele, Ga., owned by the *Cordele Dispatch*, succeeding Harry G. Clark, resigned. The elder Rivers is the owner of WGOV, Valdosta, Ga., which like WMJM went on the air last year. The two stations have a working arrangement because John W. Greer, publisher of the *Cordele Dispatch*, is ex-Gov. Rivers' business manager. J. J. Mangham Jr., is general manager of WGOV. The Cordele station also has a new chief engineer, George Farriss, who has succeeded Noel Martin, who has been drafted for military service and leaves Feb. 10.

Medford, Wis., Plans

DUE TO POOR building conditions at this time of year, the FCC has authorized the new WIGM, Medford, Wis., to start construction in mid-April, and George F. Meyer, who holds the construction permit issued last November, reports the starting date has been set for early June. Mr. Meyer, a public accountant, reports that Waldemar C. Porsow, of Milwaukee, has been appointed manager and program director; Nathan Williams, of Philadelphia, chief engineer; Bill Brooks, of Milwaukee, chief announcer. Equipment has not yet been selected. Station will operate with 100 watts on 1500 kc.

WMVA Starts Feb. 15

WITH R. Hoy Whitlow as commercial manager and the remainder of the staff as yet unchosen, the new WMVA, Martinsville, Va., local outlet on 1420 kc. authorized last April by the FCC, will go on the air Feb. 15, according to Jonas Weiland, operator of WFTC, Kinston, N. C., who is half owner of the station. His partner is William C. Barnes, publisher of the *Martinsville Bulletin*. An RCA transmitter and Hoke vertical radiator have been installed. Mr. Weiland will supervise operations, with Mr. Whitlow, former commercial manager of WMFR, High Point, N. C., handling local commercials.

WFBL
SYRACUSE
AVAILABLE!
Popular Sports Program
Just Released by National Advertiser after 5 years' sponsorship
Here's a fast running men's sports program with a consistently large following,—proved y.ar after year! For five years it has been used exclusively by a single national advertiser. Pulled paying results month after month! For results story and other details—write or wire
WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

Twin Shows *in all but* RESPONSE!

Same Time . . . Same Power . . . Same Program . . . But WJZ Outpulls Another Station 2.6 to 1!

"SALES through the air with the greatest of ease!" We've *said* it—You've *heard* it. Here's an advertiser who *proved* it!

The simple recipe for proof-of-the-pudding was just this: Over 50,000-watt WJZ, and over another great 50,000-watt network station, went the *same* program . . . at the *same* time. Each made the *same* offer to listeners.

And in poured the mail responses—thousands of them. Both stations did well . . . but WJZ did better—*2.6 times* better!

Success stories like this are nothing new—ask *any* of the advertisers who have proved WJZ's sales power in the World's *Richest* Market. Better still, phone us—make us prove what WJZ can do for *your* product!

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Represented Nationally by NBC SPOT Sales Offices
NEW YORK CHICAGO SAN FRANCISCO BOSTON CLEVELAND
DENVER HOLLYWOOD WASHINGTON

WJZ
NEW YORK
50,000 WATTS • 760 KC
Key Station NBC Blue Network

FCC Approves Treaty Shift Accord

Only Eight Changes in Reallocation as First Drafted

(Continued from page 9)

the delegation arrives in Havana next week. Only the frequency assignments and wattage for the some 80 Cuban stations were authorized.

Mexican Action Awaited

The precise disposition of the remaining Mexican border stations must await the approval of recommendations by the Mexican Communications Ministry. The clear inference, however, was drawn that only those stations actually owned and operated by Mexican citizens would be accorded assignments under the reallocation, spelling the end of the border station raids on American and Canadian broadcast operations and broadcast advertising. According to the Mexican advices, only a handful of stations of more than 5,000 watts will remain on the border.

The eight frequency shifts agreed upon for stations in this country since the original notification on Sept. 10 centered mainly in the New York-Pennsylvania-New Jersey area. Because of conflicts with assignments in other countries, WOAI, San Antonio, and WCAU, Philadelphia, were ordered to swap assignments. WOAI will operate on 1200 and WCAU on 1210 kc., effective March 29. This necessitated shifts in the assignments of WBAB, Atlantic City, which moves from 1230 kc. to 1490 kc. and WEST, Easton, Pa., which moves from 1230 to 1400 kc.

As a result of suggestions from licensees after the announcement of the September lists, four changes were effected in the New York area. WQXR, New York, was ordered to shift from 1600 to 1560 kc.; WHOM, Jersey City, from 1560 to 1480 kc.; WCNW, Brooklyn, and WWRL, Woodside, time-sharing stations on 1490 kc., were ordered to 1600 kc.

The FCC made no effort to decide in advance the disputed assignments on 680 and 690 kc. Under the Sept. 10 lists, KFEQ, St. Joseph, Mo., was shifted to 680 kc., a Class II facility. KWK, St. Louis, has applied for this facility and both applications have been designated for hearing.

In the case of 690 kc., assigned last September on a sharing basis to KGGF, Coffeyville, and WNAD, Norman, the FCC permitted those assignments to remain, without taking into account the pending applications of KMBC, Kansas City, KOMA, Oklahoma City, and the Fred Jones Broadcasting Co. of Tulsa. These applications have been set for hearing March 4 and, under the established procedure will be decided on their merits.

WHN May Get Boost

Terms of the bi-lateral agreement—under which this country acquiesced to the Mexican suggestion that the frequencies 730, 800, 900 and 1570 kc. be kept entirely clear—remains intact, it is understood. On 1050 kc., which goes to WHN, New York, as a Class II station, it is presumed that 50,000 watts will be authorized with WHN the only full-time station on the frequency. This, too, is understood to be in line with the agreement.

The sixth facility involved in the agreement was 1220 kc., now slated for Canada. It was found that great difficulty would be experienced in placing this facility in the Midwest, because of the assignments to other stations on adjacent frequencies, which would not provide the necessary tolerance. As a consequence it was concluded that the facility properly could be assigned to Canada. This agreement, according to best available information, will prevail for two years.

It is entirely possible that other changes, within the framework of both the treaty and the engineering agreement, may be necessitated prior to the March 29 effective date. For example, some change may be entailed in the assignments of WAPI, Birmingham, WWVA, Wheeling, and KVOO, Tulsa. The Alabama station is slated for operation on 1070 kc., but with the proviso that it shall operate on 1170 kc. "pending adjustment of domestic problems." All three of the stations are slated for 50,000 watts. It is presumed a temporary adjustment will be made.

Long Diplomatic Parleys

Completion of the technical conversations marked the conclusion of diplomatic negotiations which first got under way in 1937 with the signing of the North American Regional Broadcast Agreement in Havana. Mexico and Cuba never before have been signatories to a continental agreement on allocations, exercising what amounted to "squatters rights" on the entire 550-1600 kc. bond. These operations have resulted in serious interference both in this country and Canada.

It was Commissioner T. A. M. Craven who was credited with bringing the Mexican and Cuban administrations into line in the 1937 deliberations, as the dominant force of the conference. He was cast in a similar role in the engineering discussions during the last three weeks, with his chief assistant Andrew D. Ring, assistant chief engineer in charge of broadcasting of the FCC. Thomas Burke, chief of the International Communications Division of the Department of State, supervised all of the diplomatic conversations and presided at the plenary sessions tracted technical deliberations.

Immediate industry reaction was decidedly favorable. While in several instances stations feel they were not accorded the facilities sought, the predominant view nevertheless was that an admirable job was done in an atmosphere of virtually unprecedented harmony in deliberations of this nature. Until the Canadian, Mexican and Cuban lists are available, the industry will not know precisely what potential improvements in classification, power and assignment will be possible in this country. Once these lists are published, however, a deluge of applications can be expected, mainly from parttime stations seeking fulltime assignments or from locals or regionals seeking improved facilities or increased power.

ART with a point, and generally an amusing one, decorates Page 1 of the weekly WOR program review. Leo Garel, of the WOR staff, is responsible for the weekly cartoons of which this is a sample. His caption reads: "Podner, it's 7:30—tune in the *Lone Ranger*—pronto!"

Cooperation Asked

The revised list of frequency assignments, made public coincident with FCC's approval of the recommendations, contains a number of revisions of station classification and power, as compared to the Sept. 10 list. Most of these, however, were as a result of Commission decisions since the September release. A few others, revised upward, also were made possible during the engineering conversations and were authorized.

In the revised list, the FCC appended a number of notations, contingent upon adjustment of domestic problems in this country as well as upon tentative proposals regarding frequency and power allotments by other nations. For example, KWKH, Shreveport, was reclassified as a Class I-B station instead of a Class II station with 50,000 watts, so long as CBR, Vancouver, continues to operate with 5,000 watts as provided under the treaty. If CBR is increased to 50,000 watts, the classification of KWKH will be dependent upon interference suffered.

In its notice to all stations and to manufacturers of frequency control equipment, frequency monitoring services and consulting engineers, the FCC made a plea for cooperation in order that the March 29 shift can be made with a minimum of difficulty. Precise instructions as to how to proceed in procuring crystals ground to the new frequency were given, along with a suggestion originally advanced by the NAB, that an exchange of crystals be made insofar as feasible. The NAB, through its engineering director, Lynne Smeby, plans to set up a crystal exchange bureau in coordinating this work.

The FCC also set forth procedure to be followed in the issuance of licenses and construction permits pursuant to the reallocation. It emphasized that in case any station is not able, due to any cause, to change to the new frequency March 29, the Commission must be notified and the station will be "required to cease operation until such station can change frequency." Some question was raised regarding this, since the Communications Act is understood to require notice and hearing before a station can be silenced.

Renewal Plans

The FCC pointed out that license renewals will be issued effective March 29, 1941, specifying the new frequencies and subject to such conditions with respect to directional antennas as may be required under the agreement.

It said this did not mean that all pending applications for renewal will be granted and that in cases where the Commision, because of complaints or investigations pending against the station, may determine to hold hearings or conduct other proceedings, regular procedures applicable in such cases will be followed.

Where new construction is involved under the changed assignments, the Commission said that when construction cannot be completed by March 29, "such station will be required to operate without directional antenna at a sufficiently low power to avoid interference with other stations".

The FCC pointed out that some stations are listed at a power in excess of that now contained in the station license. It emphasized that in no case is any station authorized to operate with any power other than that contained in the license or otherwise ordered by the Commission. Applications must be filed with the Commission, it pointed out, to take advantage of the power increase specified under the listings, and such applications will be considered in order of filing. The listing does not necessarily mean, it was stressed, that the listed station or existing licensee will receive the power specified.

The State Department, in its announcement Jan. 31, pointed out that the engineering studies which ran from Jan. 14 to Jan. 30 involved consideration of the frequencies and characteristics of 1,234 broadcasting stations and required a solution of problems arising from some 200 conflicts, many of them of a complex nature. At the final session, the representatives of the participating governments signed a set of recommendations which, upon being approved by their radio administrations, will be made effective March 29.

Signing the recommendations were: For Canada, J. W. L. Bain and Ronald MacDonnell; for Cuba, F. Suarez Lopetequi, G. Morales and Alfonso Hernanda Cata; for the Dominican Republic, A. Pastoriza; for Haiti, Jacques C. Antoine; for Mexico, J. C. Buchanan and S. Tayabes; for the United States, Thomas Burke, chief of the

Division of International Communications of the State Dept., and Commissioner T. A. M. Craven of the FCC.

Resolution Adopted

The FCC announced adoption of the following resolution at its Jan. 31 meeting:

At a meeting of the FCC, held at its offices in Washington, D. C. on the 31st day of January, 1941,

Pursuant to the authority of the Commission under the Communications Act of 1934, as amended, in the carrying out of international agreements relating to the use of radio to which the United States is a party,

The Commission having under consideration the Recommendations of the Engineering Conference signed in Washington, D. C., January 30, 1941, pursuant to the North American Regional Broadcasting Agreement,

IT IS RESOLVED:

1. That the recommendations be, and the same are hereby approved and accepted in accordance with the provisions thereof and of the provisions of the North American Regional Broadcasting Agreement, Habana, 1937; and

2. That notification of this approval and acceptance shall be immediately transmitted to the other Governments through the medium of the Inter-American Radio Office (OIR) in accordance with the recommendations.

NEW FORMS SET BY AAAA AND NAB

THREE types of station facilities contracts, instead of a single standard form, will be used in contracting for broadcast time under an agreement reached Jan. 31 at a meeting in New York of special AAAA and NAB committees. Although the meeting was continuing as BROADCASTING went to press, it was learned that substantial agreement had been reached on practically all points of difference raised Jan. 9 by issuance of a recommended standard contract form by the NAB [BROADCASTING, Jan. 13, 20, 27].

Under the plan agreed upon at the the Jan. 31 meeting, no joint form will be issued. However, the AAAA will offer a form for agencies dealing with stations, and the NAB will offer another form for use by stations when a non-AAAA agency is involved in the transaction, along with a third form for use by a station dealing directly with an advertiser. It was not expected the actual recommended forms would be available before next week, since only general considerations were agreed upon at the meeting and some time will be needed to iron out legal phraseology.

Another Tax Bill

THAT the broadcasters must continue to be on the watch against subversive State legislation, was evidenced again in Tennessee where a legislative committee has approved a measure imposing a 3% tax on gross receipts of radio stations, newspapers and other periodicals. The Legislature's Committee on Education had the bill returned to it for further consideration because of doubt of its constitutionality. The Tennessee Press Assn. has asked for permission to appear before the committee to fight the bill on grounds of freedom of the press.

RED HEADED and completely appealing, Miss KYW (Ann Swan) depicted "50,000 on the Red Network" in connection with the start of 50 kw. operation by KYW, Philadelphia. Miss Swan acted as official KYW hostess and appeared Jan. 17 at the annual banquet of the Poor Richard Club, Philadelphia advertising organization.

Reallocation Instructions to Stations

(Continued from page 9)

be made on each tuning capacitor and inductance so that the old frequency can be returned to in the minimum of time.

Monitor Checks

At stations employing non-directive antennas, this process may be carried on through the antenna systems, and any station in good operating condition should have no great difficulty in adjusting the frequency to the new assignments. By this means every adjustment may be made ("get all set") well before March 29 and on the morning of March 29 at 3 a.m. EST, the permanent shift to the new frequency will be made. The frequency should be checked with a frequency monitoring service when the adjustments are first completed and if possible on the morning of March 29.

Such commercial frequency monitoring service is requested to cooperate by making their service available during the entire test period for a week or more before and after March 29, 1941. General monitoring throughout the broadcast band should be carried on when scheduled checking permits, so as to advise licensees of any off frequency operation. The Commission will have its monitoring stations in operation to advise of any off frequency operation but cannot assist in making adjustments similar to a commercial service.

Stations employing directional antennas in which no substantial change in the directional pattern is required should proceed as follows:

1. Change frequency and adjust each power stage as instructed above.
2. Roughly adjust the antenna coupling and phasing in accordance with the new calculated values.
3. Exercise care to mark all inductance and capacitors so that the original position can be returned to in a short time.
4. As soon as the rough adjustments are made in the phasing and coupling equipments, turn on the power and check the field pattern in pertinent directions.

Proof of Operation

It may be necessary to purchase new fixed capacitors which should be temporarily connected in the circuit during tests and dropped out when returning to the old frequency.

The Commission will accept proof of the directive antenna operations from readings made on the radial through the monitoring points (direction in which protection is required) and a few readings in other directions.

All told, the final readings need not be in excess of some 8 or 10 in most cases. In every case, readings on appropriate selected points should be made before the frequency change and repeated after the change. Two or three measurements on the radial through the monitoring points should be made, as well as a few checks in the non-protective direction to determine the radiation efficiency.

The usual regional or clear-channel station employing a two or three element directive antenna in which the suppression is not excessive, should be able to complete the entire adjustment during two or three test periods. If greater time is required in cases of high directivity or complicated antenna systems, appropriate arrangements should be made by the licensee. The time to change the equipment back from the new frequency to the old 30 kc. or less removed should not in any case exceed 30 minutes, if the matter is engineered in a proper manner.

Those stations having engineers familiar with the technique of adjustment of the different circuits should experience no difficulty in making all required adjustments in changing to the new frequency. Those stations employing directive antennas necessarily require the services of engineers competent to calculate and adjust directive antennas and equipped with the necessary field intensity measuring equipment.

It is believed that station engineers will have no difficulty in shifting the equipment including directional antennas to the new channels on March 29 once they have been previously fully adjusted. These data on the radiation field together with the frequency check should be supplied to the Commission upon completion and prior to March 29, 1941

In case any station is not able, due to any causes, to change to the new frequency on March 29, the Commission must be notified and the station will be required to cease operation until such station can change frequency.

All stations which must return their frequency monitors to the manufacturer to readjust the frequency should do so in the following manner:

1. Notify the manufacturer it is desired to return the monitor at once.
2. Obtain a shipment schedule from the manufacturer.
3. The Commission authorizes operation without a monitor if above schedule is followed.

The manufacturers are requested to make a schedule on the calibration of the frequency monitors so that a great number will not be received when they cannot be handled except at a certain rate on schedule.

Stations determining power by the direct method may continue the direct method when accurate resistance measurements have been made on the new frequency and supplied to the Commission. Readings taken on the old frequency which also cover the new frequency will suffice. Stations operating by the indirect method should continue to so operate. However, attention is called to the fact that all stations must operate by direct method by June 1, 1941.

Licenses and Construction Permits

It should be emphasized that the approval which has been given by the Commission to the lists of stations, pursuant to the Agreement, does not in itself authorize operation by licensees on the frequencies or with the power specified. Action by the Commission resulting in the issuance of station licenses in accordance with the Communications Act is required before such operation is authorized. There are now pending before the Commission, applications for renewal of license for all standard broadcast stations which were in operation on October 1, 1940.

The Commission, upon consideration of these applications, will issue renewal licenses effective at 3:00 a.m. EST, March 29, 1941. Such applications, if approved, will be granted in part, specifying the new frequencies in lieu of the former frequencies, and issued subject to such further conditions with respect to directional antennas as may be required in order to carry out the agreement.

The foregoing does not mean that all pending applications for renewal of license will be granted. In instances where the Commission, in the normal course, because of complaints or investigations pending against the station, or for other reasons, may determine to hold hearings or conduct other proceedings with respect to the licensees, the Commission procedures regularly applicable in such cases will be followed. In instances where outstanding construction permits require modification in order to comply with the terms of the Agreement, the Commission will institute appropriate procedures for modification of such construction permits.

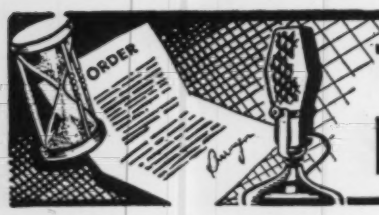
New Construction

In order to comply with the assignments permissible under the agreement, new construction is involved in some instances. Licensees whose applications for renewal are granted subject to a condition, and who accept the condition, must file applications for construction permits to carry out the construction involved for consideration in regular order by the Commission. That is, if a station now operates on frequency A with 1 kw. power and under the assignment provided in the agreement must operate under frequency B but requires a directional antenna to limit the radiation in some direction to less than the equivalent of 1 kw., the station must file an application and be granted authority to put in the necessary equipment with required antenna.

The application should be filed as soon as possible and prior to March 29 and the construction proceeded with as rapidly as possible; but in any event the station will be required to shift frequency from frequency A to frequency B at the first operation after 3 a.m. EST March 29. Where construction cannot be completed by that date, such station will be required to operate without directional antenna at a sufficiently low power to avoid interference with other stations.

Some station assignments are listed with a power in excess of that now contained in the station's license. In no case is any station authorized to operate with any other power than that contained in the license or otherwise ordered by the Commission.

Applications must be filed with the Commission in order to take advantage of the power increases specified under the listing and such applications will be considered in the order of their filing. The listing does not necessarily mean that the listed station or existing licensee will receive the power specified. The Commission will determine according to the requirements of the Communications Act of 1934.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KXOK, St. Louis

Thomas Leeming & Co., New York (Baume Bengue), 2 *sa* daily, thru Wm. Esty & Co., N. Y.

West Disinfecting Co., Long Island City, 3 *sp* weekly, thru Moser & Cotins, N. Y.

W. K. Kellogg Co., Battle Creek (All-Bran), *sa* series, thru Kenyon & Eckhardt, N. Y.

Sperry Candy Co., Milwaukee, *sa* series, thru Cramer-Krasselt Co., Milwaukee.

Folger Coffee Co., Kansas City, *sp* series, thru R. J. Potts & Co., Kansas City.

Ru-Ex Co., St. Paul, *sa* series, thru Guenther-Bradford & Co., Chicago.

Chattanooga Medicine Co., Chicago, *sa* series, thru Nelson Chesman Co., Chicago.

Crazy Water Co., Dallas, *sp* series, thru Benson & Dall, Chicago.

Utilities Engineering Institute, Chicago (school), *sp* series, thru First United Broadcasters, Chicago.

Douglas Chemical Co., Kansas City, *sa* series, thru Potts-Turnbull Adv. Co., Kansas City.

Absorene Mfg. Co., St. Louis, 10 *sa* weekly, thru Ross-Gould Adv. Agency, St. Louis.

Curtiss Candy Co., Chicago, *sa* series, thru C. L. Miller Co., N. Y.

WEEI, Boston

American Chicle Co., Long Island City (Dentyne), *sa* series, thru Badger & Browning & Hersey, N. Y.

Colt Shoe Co., Boston, *sa* series, thru John C. Dowd Inc., Boston.

D'Arrigo Brothers Co., South Boston (produce), *sa* series, thru Chambers & Wiswell, Boston.

Salada Tea Co., Boston, *sa* series, thru John C. Dowd Inc., Boston.

Plymouth Rock Gelatine Co., Allston, Mass., *sa* series, thru Allston, Mass.

Friday Inc., New York (magazine), *sa* series, thru H. C. Morris & Co., N. Y.

Rival Packing Co., Chicago (dog food), *sa* series, thru Charles Silver & Co., Chicago.

WIBG, Glenside, Pa.

Iowa Soap Co., Burlington, Ia. (Magic Washer), 6 *sa* weekly, thru Cox & Tanz, Philadelphia.

Friend Bros., Boston (baked beans), 6 *sa* weekly, direct.

Adams Apple Co., Aspers, Pa. (D. Mann Apple Juice), 6 *sa* weekly, thru Lynn & Fieldhouse, Wilkes-Barre, Pa.

Frank Snedaker Co., Philadelphia (kitchen cabinets), 12 *sp* weekly, thru Cahall Agency, Philadelphia.

WINS, New York

Ward Baking Co., New York (Tip-Top Bread), 12 *sa* weekly, 9 weeks, thru Sherman K. Ellis & Co., N. Y.

Twentieth Century Fox Film Corp., New York ("Tall, Dark and Handsome"), 6 *sa*, 3 days, thru Kayton-Spiero Co., N. Y.

WLS, Chicago

Philco Radio & Television Corp., Philadelphia (radios), 3 *t* weekly, thru Sternfield-Godley Inc., N. Y.

P. Lorillard Co., New York (Union Leader Tobacco and Beechnut), 6 *sp* weekly, thru Lennen & Mitchell, N. Y.

KHJ, Los Angeles

A. S. Boyle Co., Jersey City (Old English floor wax), 5 *sp* weekly, thru J. Walter Thompson Co., N. Y.

Union Pacific Railroad, Omaha, 20 *sa*, thru Caples Co., Los Angeles.

WBBM, Chicago

Lever Bros. Co., Cambridge (Silver Dust), 2 *sa* weekly, thru BBDO, N. Y.

Ward Baking Co., N. Y. (bread), 6 *sa* weekly, thru Sherman K. Ellis & Co., N. Y.

KFRC, San Francisco

Longines-Wittnauer Co., New York (watches), 28 *sa* weekly, thru Arthur Rosenberg Co., N. Y.

Peter Paul Inc., Naugatuck, Conn. (candy), weekly *t*, thru Brisacher, Davis & Staff, San Francisco.

Rainier Brewing Co., San Francisco (beer), 56 *ta*, thru Buchanan & Co., San Francisco.

Southern Pacific Co., San Francisco (rail transport), weekly *sp*, thru Lord & Thomas, San Francisco.

Foster-Milburn Co., Buffalo (Doanes pills), 2 *ta* weekly, thru Spot Broadcasting, N. Y.

Pacific Brewing & Malting Co., San Francisco, 21 *sa*, thru Brewer-Weeks Adv., San Francisco.

Ex Lax Mfg. Co., Brooklyn, 189 *ta*, thru Joseph Katz Co., N. Y.

Healthaids Inc., Jersey City (Serutan), 3 *t* weekly, thru Ruthrauff & Ryan, N. Y.

Langendorf United Bakeries, San Francisco (Hollywood bread), 37 *sa*, thru Leon Livingston Adv., San Francisco.

WOAI, San Antonio

International Harvester Co., Chicago (Farmall tractors), 10 *sa*, thru Aubrey, Moore & Wallace, Chicago.

Southwestern Greyhound Lines, Dallas, 2 *sa* weekly, thru Beaumont & Hohman, Dallas.

White Labs., New York (Chooz), 4 *sa* weekly, thru William Esty & Co., N. Y.

Burrus Mill & Elevator Co., Fort Worth (Texo feeds), 3 *sa* weekly, thru Rowland Broiles, Fort Worth.

W. K. Kellogg Co., Battle Creek (All-Bran), *sa* series, Kenyon & Eckhardt, N. Y.

Ralston Purina Co., St. Louis (feeds), 200 *sa*, thru Gardner Adv. Co., St. Louis.

WQXR, New York

Twentieth Century-Fox Film Corp., 300 *sa*, thru Kayton-Spiero Co., N. Y.

J. B. Williams Co., Glastonbury, Conn. (Aqua Velva), 3 *sa* daily, thru J. Walter Thompson, Co., N. Y.

Morris Plan Industrial Bank of New York, 6 *sa* weekly, thru Gotham Adv. Co., N. Y.

KIT, Yakima, Wash.

Pacific Power & Light Co., Seattle, 2 *t* weekly, thru McCann-Erickson, Seattle.

Russell Miller Co., Seattle (flour), weekly *t*, thru N. W. Ayer & Son, Seattle.

Washington Motor Coach Co., Seattle, 6 *sa* weekly, thru Beaumont & Hohman, Seattle.

KHJ, Los Angeles

C. H. Baker Co., Los Angeles (shoe chain), weekly *sp*, thru Sidney Garfinkel Adv., Los Angeles.

California Federal Savings & Loan Assn., Los Angeles (finances), 2 *sp* weekly, thru Elwood J. Robinson Adv., Los Angeles.

WGN, Chicago

F. Ad Richter Co., Brooklyn (Anchor Pain Expeller), 3 *sp* weekly, thru H. W. Kastor & Sons, Chicago.

Quaker Oats Co., Chicago (Puffed Wheat & Puffed Rice), 5 *t* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.

W. A. Sheaffer Pen Co., Fort Madison, Ia., 6 *sa* weekly, 8 weeks, thru Russell M. Seeds Co., Chicago.

Heileman Brewing Co., LaCrosse, Wis. (Lager Beer), 5 *sa* weekly, thru L. W. Ramsey Co., Chicago.

Peter Paul Inc., Naugatuck, Conn. (Mounds candy), weekly *sp*, 13 weeks, thru Platt-Forbes, N. Y.

Barbasol Co., Indianapolis (shave cream), 3 *sp* weekly, 52 weeks, thru Erwin, Wasey & Co., N. Y.

KFBB, Great Falls, Mont.

Texas Co., San Francisco, 312 *sp*, thru Buchanan & Co., San Francisco.

White King Soap Co., Los Angeles, 260 *sp*, thru Raymond R. Morgan Co., Los Angeles.

Fair Deal Hatchery Co., Centralia, Mo., 6 *sa*, thru Shaffer, Brennan, Margulis, St. Louis.

Feminine Products, New York (Arrid), 127 *ta*, thru Spot Broadcasting, N. Y.

Carter Products, New York, 260 *ta*, thru Spot Broadcasting, N. Y.

Ex-Lax Mfg. Co., Brooklyn, 104 *ta*, thru Joseph Katz Co., N. Y.

WKZO, Kalamazoo, Mich.

Purina Mills, St. Louis, 3 *t* weekly, direct.

Peter Eckrich & Sons, Fort Wayne (Barbecue Loaf), 6 *sp*, direct.

Standard Oil Co. of Indiana, Chicago, 156 *sa*, thru McCann-Erickson, Chicago.

WOR, Newark

P. Duff & Sons, Pittsburgh (cake and confections), weekly *sp*, thru BBDO, N. Y.

N. Y. Telephone Co., New York, 6 *sp* weekly, thru BBDO, N. Y.

WJJD, Chicago

Kemp & Lane, Leroy, N. Y. (Orangeine Powders), 7 *sa* weekly, 52 weeks, thru F. A. Hughes Co., Rochester.

WABC, New York

California Fruit Growers Exchange, Los Angeles, *sp* daily, thru Lord & Thomas, Los Angeles.

WENR, Chicago

Williamson Candy Co., Chicago (Oh Henry), weekly *t*, thru Aubrey, Moore & Wallace, Chicago.

WJR, Detroit

P. Lorillard & Co., New York, 39 *sp*, thru Lennen & Mitchell, N. Y.

FUTURE EPISODES as well as current production problems of the weekly half-hour NBC *One Man's Family*, sponsored by Standard Brands, (Tenderleaf tea), were discussed when these representatives of the agency, and Carlton E. Morse, author of the serial, conferred at a luncheon meeting in Hollywood. They are (l to r) John H. Christ, of J. Walter Thompson Co., producer, Carlton E. Morse, and John U. Reber, New York agency vice-president in charge of radio.

Macfarlane, McCosker Re-elected to Executive Posts by MBS Board

W. E. MACFARLANE, business manager of the *Chicago Tribune* (WGN) was reelected president and Alfred J. McCosker, president of WOR, was re-elected chairman of the board of MBS at its recent stockholders and directors meetings in Chicago. Theodore C. Streibert, WOR general manager, and Lewis Allen Weiss, director of the Don Lee Broadcasting System, were renamed executive vice-presidents. Also reelected were E. M. Antrim, *Chicago Tribune*, executive secretary and treasurer; Fred Weber, general manager; Miles E. Lanphier, auditor.

Directors elected were Messrs. Macfarlane, Antrim, McCosker, Streibert, Weiss and Weber; H. K. Carpenter, WHK-WCLE, Cleveland; John Shepard 3d, Yankee Network; Willett Brown, Don Lee. Operating board members are Frank P. Schreiber, WGN; J. E. Campeau, CKLW, Windsor-Detroit; Eugene O'Fallon, KFEL, Denver; Edward W. Wood Jr., commercial manager, MBS; Hulbert Taft Jr., WKRC, Cincinnati; William Dolph, WOL, Washington; and Messrs. Streibert, Shepard, Carpenter, Weiss and Weber.

Directors elected the officers, approved the 1941 budget, approved plans for increased promotion and ratified the new membership contract with Buffalo Broadcasting Corp. whereby WGR will become the new Mutual fulltime outlet in that city.

Noon Program on KHJ Sponsored by 15 Firms

FIFTEEN concerns are using daily participation in the 30-minute *Homemaker's Club* started Jan. 27 on KHJ, Los Angeles, under direction of Glasser-Gailey & Co., local agency. Noon show, conducted jointly by Norman Young and Stu Wilson, includes informal discussion on homemaker's problems; news about women; fashion notes and music, with special authorities participating in each broadcast.

Twice-weekly the program originates from the Southern California Gas Co. model Hollywood Kitchen, with 200 clubwomen as guests. Quiz contests and other games are added, with cash and products awarded. Women are also luncheon guests of sponsors. Bridge and other card games are included. Regional and national participating sponsors include:

Albers Packing Co. (olives); Swift & Co. (Formay and Jewel oil); Tropical Preserving Co. (preserves); Lombardi Products Co. (wine vinegar); Rolle Juices Inc. (vegetable juices); Ralph Grocery Co. (retail chain); California Sanitary Canning Co. (food products); Mandarin Food Products Inc. (prepared foods); Kern Food Products (preserves and canned foods); Redee Foods Inc. (Cinch Cake Mix); Dr. Pepper Co. (beverages); Chip Steak Co. (pressed meats); Ben-Hur Products Inc. (coffee); Castilian Products Corp. (soaps); Los Angeles Saratoga & Pretzel Co. (potato chips and peanut butter).

Radio Advertisers

UNION LIFE INSURANCE Co., Chicago, on Jan. 20 started six-weekly quarter-hour participation programs in *Sunshine Jubilee* on WJJD, Chicago, and six weekly one-hour recorded programs, *Daytime Night Club of the Air*, on WHFC. Both contracts are for 52 weeks. Sponsor is currently using six-weekly quarter-hour sport review programs on WCLS, Joliet, Ill., and two-daily quarter-hour participation programs in *Mythical Ballroom* on WAAF, Chicago. Agency is Morris & Davidson, Chicago.

MARSHALL FIELD & Co., Chicago (department stores), on Feb. 2 started a special campaign of February station breaks on WBBM and WGN, Chicago. Agency is Charles Daniel Frey Co., Chicago.

FRITO Co., Dallas (foods), as a result of a 37% sales increase in response to its four-time weekly morning quarter-hour newscast over KGKO, Fort Worth, has added an additional quarter-hour to their present schedule.

DR. HISS FOOT CLINIC, Los Angeles, on Jan. 28 renewed the weekly half-hour program *Flying Feet* on two Don Lee stations (KFRC KHJ), Tuesday, 8-8:30 p.m. Contract is for 52 weeks. Firm also sponsors a morning version of the program on KHJ. Foot Health Adv. Alliance, Los Angeles, has the account.

TWIN CITY DeSoto dealers have signed to sponsor the American Bowling Congress tournament over KSTP, St. Paul, in March, and bumper cards, dealer banners and show window stickers are already being displayed to promote the event. Halsey Hall, of the *Minneapolis Star-Journal*, and Brooks Henderson, KSTP commentator, will handle the event.

J. B. WILLIAMS CO. (Canada), Montreal (shave cream), has extended its *True or False* weekly half-hour transcribed show to CKY, Winnipeg, and CJOR, Vancouver, making a total of eight Canadian stations now carrying the program. Account is placed by J. Walter Thompson Co., Montreal.

PHILIP HANDERSON, formerly sales promotion and advertising manager of B. F. Goodrich Rubber Co., Akron, has been named to the same position with Ferguson-Sherman Mfg. Corp., Dearborn, Mich., distributor of Ford tractors with Ferguson system farm implements.

PIONEER SALT Co., Philadelphia (Meltzit), is testing radio for the first time for its ice and snow-melting product. Weather announcements are being used on WFIL, Philadelphia. Other local stations may be used, depending upon the weather. Agency is J. M. Korn Co., Philadelphia.

FEDERAL NATIONAL BANK, Chicago, on Jan. 20 started a 52-week schedule of two daily spot announcements on WAAF, Chicago. Agency is Morris & Davidson, Chicago.

PETER PAUL Inc., Naugatuck, Conn. (candy), recently started sponsorship of *Wythe Williams, Commentator* (transcribed), on two Mutual-Don Lee network stations, KFRC and KHJ, for 53 weeks, Sundays, 7:45-8 p.m. (PST). Agency is Brisacher, Davis & Staff, San Francisco.

O'CONNER, MOFFATT & Co., San Francisco (department store), recently started sponsorship of *Last Minute News* with Phil Stearns for 52 weeks on KFRC, San Francisco, Monday through Saturday, 8:30-40 a.m. (PST). Agency is Ruthrauff & Ryan, San Francisco.

SOUTHERN PACIFIC Co., San Francisco (rail transportation), recently started two snow sports programs over San Francisco Bay stations. It is presenting *Ski Show* Thursdays, 6:45-7 p.m., on KFRC for 13 weeks, featuring reports on snow conditions for the coming weekend. On KLS, Oakland, Cal., it is presenting a transcribed snow sports program Monday through Friday, 10:30-45 p.m. (PST) featuring interviews at the winter playgrounds areas with skiers and snow sports enthusiasts. Agency is Lord & Thomas, San Francisco.

Big Dept. Store Account

R. H. MACY & Co., big New York department store which is parent company of WOR, has contracted for its third series over that station—a five-minute strip across the board at 9:40 a.m. titled *9:40 Shoppers' Club*, with Arlene Francis in straight talks on merchandise for sale and plugging four specials each day. Young & Rubicam handles the account. Macy's other WOR programs are *Consumers Quiz Club*, Mondays through Fridays, 12:45-1 p.m., and *Martha Manning*, Tuesdays, 9:15-9:30 a.m.

GENERAL MILLS, San Francisco, through Westco Adv. Agency, San Francisco, has just signed KROW, Oakland, Cal., for the fourth consecutive year, to broadcast all baseball games played by the Oakland Baseball Club of the Pacific Coast League, home and away, during 1941. B. F. Goodrich Rubber Co. again will co-sponsor.

KRAFT CHEESE Ltd., Montreal, on Feb. 25 starts a French program on hookup of CKAC, Montreal, and CHRC, Quebec. Tuesday, 8:30-9 p. m. (EDST). Agency is J. Walter Thompson Co., Montreal.

Lydia Pinkham Places Series on 138 Stations

LYDIA PINKHAM MEDICINE Co., Lynn, Mass., through February, March and April will be conducting a campaign of three to 15 spot announcements weekly on 138 stations. Agency is Erwin, Wasey & Co., New York.

WADC WOKO KGNC WWNC WSB WKBW WBNY (Polish) KFYR WLBZ WBAL WNAC WHIS WAPI WLS WCFL WMT WCHS WGKV WCSC WSOC WIS WDOD WHK WGAR WHKC WLW WOC KRLD KFEL KLZ CKLW WXYZ WJBK (Polish) WGBF KROD WDAY WMMN KMJ WOWO WTAQ KMMJ KFBB WBIG WJPR WOOD WJEJ WSAZ KXYZ WHP WFBM WCLO WMBH WJAC WJAX WSLI WHB WROL WNOX WKZO KFAB WGRC WLAP KARK KLRA KFRO KHJ WLAW WISN WIBA KSTP WMAZ WIOD WQAM WREC WMC WSFA WALA WCOC WTAR WLAC WSMB WOR KOIL WOW WOMI WEVD (Jewish) WHOM WOV (Italian) WOMI WKY KOMA WCAE KOY WPAD KGW WGAN WBRK WJAR WPRO WFIL WDAS WPEN WJAS WTAD WHAM WHEC WRVA WDBJ WPTF WEEU KSOO KSCJ KFEQ KWTO KWK KXOK WTOC KTBS WOAI KDYL KFRC KFBK KOMO WSPR KGA WSYR WGBI WIBW KVOO WFLA KVOA WSPD WBAX WWVA WOL KRGV WTAG WRAK WNAX.

WHEN A "hot" car is speeding away, every second counts. The highway patrol must have reliable information AT ONCE. In spot radio, too, speed is often essential—speed with accuracy. When you need data on any John Blair markets, we see that you get it right now—with accent on the RIGHT as well as the NOW.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Avenue	New Center Bldg.	455 Paul Brown Bldg.	Chamber of Comm. Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188

Showmanship THAT WINS Intermountain Audiences

KDYL

The POPULAR Station

Salt Lake City

National Representative JOHN BLAIR & CO.

NBC RED NETWORK

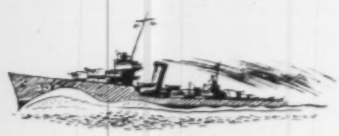
Michigan Bill Proposes Levy on Music Agents

A HOUSE bill introduced late in January in the Michigan Legislature would impose a State charge of 25% on gross receipts of music agents, such as ASCAP, BMI, and others. All agencies would file with the State their identity, song titles controlled, rate schedules and receipts from radio stations and other outlets for music. These agencies would be licensed by payment of a franchise tax of 25% of their annual income.

The bill, introduced by Reps. Stanley and Sawyer, would require investigators for music agencies to pay a $20 annual license fee. Misdemeanor penalties would be imposed on persons who call radio stations to request tunes, playing of which later develops into the basis for copyright suits. Other minor regulations also would be imposed. The bill was sent to committee for consideration.

Drama Guild Plan

SERIES of dramatic broadcasts presenting the principles of American freedom, with each presentation a free contribution by different writers and playwright members of The Free Company, is under consideration for network broadcast by the organization, newly formed to counter-attack foreign propaganda in America. The Free Company project will be guided by a voluntary committee comprising W. B. Lewis, CBS vice-president, representing radio; Robert E. Sherwood, representing writers; Burgess Meredith, representing actors, and James Boyd of Southern Pines, N. C., as chairman. Arrangements have been completed to place the series on CBS.



ORANGE, TEXAS

$100,000,000

It staggers the imagination! Even in terms of payrolls for thousands of highly skilled shipyard workers and their families, you get a picture of tremendous buying power, **highly concentrated.**

Even before the U. S. Navy awarded over $100,000,000 in contracts to the shipyards of Orange, this was considered one of the most prosperous industrial areas in the country for its size.

And still the most powerful voice that has the ear of this booming Gulf Coast industrial area is Radio Station KFDM in Beaumont, only 22 miles away.

Speak up to one hundred million dollars! Your schedules placed with KFDM will effectively cover this fabulous market.

KFDM, BEAUMONT

560 KC NBC BLUE

1000 WATTS FULL TIME

Represented by

HOWARD H. WILSON, COMPANY

BMI RECORDINGS WELL LIKED

Pep Boys Requests Back to Normal, Survey Shows; Income of Juke Boxes Shows Decline

RADIO listeners are responding to BMI recorded tunes as heartily as they did to ASCAP tunes before the first of the year. This conclusion was reached after a five-week survey of listener reaction conducted by Adolph Strauss, advertising manager of Pep Boys, claimed to sponsor the greatest number of hours of recorded music on the air.

Mort Lawrence, conducting the Pep Boys' *Dawn Patrol* on WIP, Philadelphia, and Frank Young, of WOL, Washington, surveyed the question by carefully checking and analyzing listeners reaction since late December, when BMI records were broadcast to the exclusion of ASCAP tunes.

A Swing of Sentiment

The survey indicates that the first week of BMI programs showed an increasing listener response, with much of the increase in the "complaint" category. According to Mr. Strauss, many of the complaints arose through lack of understanding of the BMI-ASCAP situation. About this time the controversy began getting front-page newspaper space, and misunderstanding diminished. Public reaction was reflected in a drop in listeners' requests, along with a drop in complaints.

The third week showed a growing number of requests, indicating the BMI tunes were taking hold, according to Mr. Strauss. The fourth week further improvement was registered, with receipt of many expressions of cooperation. At the end of the fifth week, listener response was shown to be about normal compared to last year.

During the same period a survey of juke-boxes made in both the Washington and Philadelphia areas indicated an approximate 50% drop in revenue from the coin machine reproducers, according to Mr. Strauss. Analyzing this indication, Mr. Strauss observed it constituted further proof that radio was the big factor in popularizing ASCAP tunes and that juke-box receipts would increase again with a few more BMI smash hits.

HOSPITAL rules prevented Willard D. Egolf, commercial manager of KVOO, Tulsa, from meeting his new daughter, Jean, face to face. But Egolf isn't in radio for nothing. He had a microphone set up in the nursery and listened to Jean's comments on the world in general via earphones. Mike had to be sterilized with a cyanide solution.

NO NEED TO WAIL

Utility Sponsor Renews and Praises BMI

THERE IS "no need for weeping or wailing" because ASCAP tunes are no longer on the air. This opinion was advanced in January by Wm. E. Leverette, official of the Nashville Gas & Heating Co., in a letter to F. C. Sowell, general manager of WLAC, Nashville, notifying the station of an increased radio budget in 1941.

Noting that the utility company's announcement of its 1941 advertising plans had been delayed purposely because of the heavy publicity given the ASCAP-BMI fight, pending study of the situation, Mr. Leverette commented that after listening to radio closely since Jan. 1 he had come to the following conclusions:

"I doubt very seriously had it not been for the publicity given that I would have noticed any difference. Eventually it may have come to my mind that a few choice selections I have always liked were not being played. To offset this, it seems that many of the other older pieces are benig played with better arrangements than ever. In brief, I am still an attentive radio fan."

Commenting specifically on the non-broadcast of Irving Berlin's "God Bless America", Mr. Leverette said this was "excellent" because "playing this beautiful piece as they were it would have soon found itself in the theme song category of 'My Time Is Your Time' and others. The only thing in my mind regarding 'God Bless America' is that I would like to see it presented to this country without any restrictions whatsoever, and to future generations the composer's name would stand alongside Francis Scott Key," he added.

Craney Offers to Add KGIR to BMI As Decree Amends Copyright Royalties

WITH THE signing of the conditional consent decree by BMI, paving the way for a per-use royalty basis as well as clearance at the source on music, Ed Craney, head of KGIR, Butte, and leader of the independents in the copyright controversy, disclosed Jan. 27 his intention of joining BMI. In a telegram to Gene O'Fallon, president of KFEL, Denver, and NAB district director on the occasion of the NAB district meeting in Denver, Mr. Craney lauded the Department of Justice action and praised Senator Wheeler (D. Mont.) for keeping the anti-ASCAP litigation alive. His telegram follows in full:

"BMI has done fine job supplying stations music and getting cooperation of agencies and national advertisers but poor job in showing stations how to clear and keep track of music. Stations must be instructed in this. You should pass resolution favoring this. With the signing and filing of the BMI consent decree today in Milwaukee the Department of Justice has successfully forced something independent broadcasters as a whole could achieve in no other way, even in BMI, clearance at source and payment on use. With BMI to license on this basis I am only too happy to join and pay on same basis any other broadcaster has paid to date.

Board's Action

"It would be well if broadcasters knew how the vote stood deadlocked with BMI's board on the question of accepting consent decree, with knowledge of who was for and who was against such acceptance before the final unanimous vote.

"Broadcasters must not fight for an immediate dollar advantage on music contracts but rather, ever for the principle of clearance at source and payment based on use. By sticking to this principle no third party can make a deal as has been done in past so licensor of copyrights may make any demands desired on the independent station. Broadcasters must likewise remember it is not BMI that is keeping them from being sued by ASCAP for infringements or supposed infringements but rather the Department of Justice action pending against that organization. This action was kept alive after the 1935 fiasco because of continued efforts of Senator Wheeler.

"I owe it to you to report that ASCAP has now checked copyright on every number in our transcription library in preparation of Mr. Paine's promise to work out experimentally with us a per use method of payment. He has maintained such payment basis not feasible. Many broadcasters have maintained it is feasible. We may soon find the answer. Experiment has gone far enough to know it is easily feasible for even small stations employing but three or four people to keep track of music if a proper system is once installed."

Operators' 'Cruise'

SIXTEENTH anniverary dinner-cruise, held annually by the Veteran Wireless Operators Assn., is scheduled for Feb. 11 at the Hotel Astor, New York, with "National Defense" as the theme. Participating will be prominent members of the radio field and leaders of the Defense Communications Board, some of whom will speak on a broadcast frim the dinner. Dr. Lee de Forest, honorary president, will speak from the Los Angeles dinner. W. J. Halligan, president of Hallicrafters, will be inducted as a life member and several honorary memberships will be tendered.

Writers-Actors Settling

AMERICAN Federation of Radio Actors and Radio Writers Guild are winding up their jurisdictional settlement with writers in Cincinnati and St. Louis taken into AFRA several years ago and turned over to RWG. Emily Holt, executive secretary of AFRA, explained that radio writers were admitted to AFRA membership on their request before the organization of RWG, but that AFRA has taken in no writers for the last two years. Asked about the status of AFRA's transcription code, Mrs. Holt said redrafting is progressing.

Blanket License Opposed by NIB

But Independents Are Willing To Resume ASCAP Talks

REGARDED as further proof that ASCAP still is trying to avoid anything other than a blanket license with radio was an exchange of telegrams between executives of National Independent Broadcasters and Gene Buck in latter January.

After Mr. Buck's radio appeal in the *ASCAP on Parade* program for further negotiations, NIB officials advised him they would continue recently interrupted discussions if ASCAP would state definitely it would issue licenses requiring royalties only on programs using ASCAP music. Mr. Buck, in his reply, made no reference to the non-exclusive formula, but proposed immediate opening of discussions.

Proposed Formula

Following the initial *ASCAP on Parade* program Jan. 25, Harold A. Lafount, NIB president, and other officers of the association wired a response to Mr. Buck's plea that broadcasters meet with ASCAP "in order that the public will not be deprived" of hearing ASCAP music. NIB as representative of independently-owned and operated stations, the wire read, again requests a license which will require payment of fees "only on programs in which ASCAP music is used and which does not require the payment of license fees on programs which do not use your music".

Mr. Buck was advised that this same request had been made last October but refused after lengthy discussions. He was also told that such a license has been issued to newspaper stations for the past eight years.

"If you will state definitely that you will issue such a license to our members," the wire continued, "we will be very happy to continue the discussion, but we will not discuss your demand for a five-year license which requires our members to pay you license fees on programs which do not use your music."

Mr. Buck replied Jan. 27 that he would be glad to meet with NIB executives "at an immediate date suitable to you to discuss contents of your wire, with the hope of arriving at a successful conclusion of our problem". The following day Mr. Lafount telegraphed Mr. Buck that apparently he had overlooked the last sentence of his original message. He reiterated that NIB would meet immediately with ASCAP upon receiving a definite statement that ASCAP will issue licenses requiring fees only on programs in which ASCAP music is used.

"No successful solution can be reached until such definite assurances are given by ASCAP," he said. "In the absence of such definite assurances, we must assume that ASCAP is unwilling to license our members except upon payment of percentage of gross income and therefore that discussions would serve only to waste time as was the result of discussions last November following similar request by us. We will meet with you immediately upon receiving such definite assurances from you."

Up to the time BROADCASTING went to press, no further communication had been received from Buck.

Text of Department of Justice Statement IN BMI CONSENT DECREE CASE

FOLLOWING is the text of the official statement Jan. 27 by the Department of Justice announcing signing of the consent decree with BMI [*text on page 22*]*:*

The Department of Justice announced today that Broadcast Music Inc. had signed a civil decree in the United States District Court for the Eastern District of Wisconsin, in which it agreed not to engage in activities which the Department alleges would constitute violations of the Sherman Act.

In order to avoid placing Broadcast Music Inc. at a competitive disadvantage, the decree will take effect only when similar restraints have been imposed upon the American Society of Composers, Authors & Publishers either by way of consent or litigation.

In the light of this voluntary action, the Department will withdraw its previously announced prosecution against Broadcast Music Inc., the National Broadcasting Co. and the Columbia Broadcasting System. There is no change in the Department's announced intention promptly to proceed criminally against the American Society of Composers, Authors & Publishers. Negotiations looking to a settlement in that case ended abruptly in late December.

Under the decree signed today, Broadcast Music, Inc., agrees, when the decree becomes effective, not to engage in the following practices which the Department deems to be in violation of the antitrust laws:

1. BMI agrees not to exercise exclusive control, as agent for any other person, over the performing right of music of which it does not own the copyright.

2. BMI agrees never to discriminate either in price or terms among the users of copyrighted music. All BMI compositions will be offered for performance to all users of the same class on equal terms and conditions.

3. BMI agrees to license music on a pay-when-you-play basis. That is, broadcasters will be enabled to buy BMI music either on a per piece or per program basis, if they desire, and in no case will a broadcaster be required to pay a fee which is based on programs which carry no BMI music.

4. BMI will never require a license from more than one station in connection with any network broadcast. Licenses will be issued to networks or originating stations.

5. Manufacturers of electrical transcriptions, or sponsors, or advertisers on whose behalf such electrical transcriptions are made, will, if they so desire, be able to obtain licenses for the use of such transcriptions for broadcast purposes.

6. BMI agrees never to engage in an all-or-none policy in licensing its music. That is, motion picture exhibitors, restaurants, hotels, radio stations, and all commercial users of BMI music will be able to obtain the right to perform any BMI compositions desired without being compelled to accept and take the entire BMI catalogue.

7. BMI agrees that it will not attempt to restrict the performance rights of its music for the purpose of regulating the price of recording its music on electrical transcriptions made for broadcast use.

Sing For Your Supper

NOVEL feature of the new Saturday afternoon variety series on the NBC-Blue, titled *Sing for Your Supper*, is the story behind the origination and development of well-known advertising slogans. Musical content of the program features the Four Belles, and vocalist Bob Hannon. Norman Dicken is the musical director and the script is written by Gordon Nugent.

STATEMENT BY NEVILLE MILLER

FOLLOWING is the statement of Neville Miller, president of NAB and BMI issued Jan. 27 upon signing of the consent decree with the Department of Justice:

The provisions of the voluntary civil decree signed by Broadcast Music Inc., today embody both the spirit and intent behind the original organization of BMI. BMI was formed after the broadcasters of America had vainly struggled for ten years to induce the American Society of Composers, Authors & Publishers to discontinue its monopolistic practices. These practices compelled broadcasters to buy popular music as a whole, regardless of how little of it the individual broadcaster might want to use, and to pay whatever percentage ASCAP might demand on the receipts of all programs, whether those programs used ASCAP music, other music, or no music at all.

BMI both in its original resolutions and in all its contracts, committed itself to offering music to broadcasters on a per-piece or per-program basis, and also to clearing music at the source, when determination of the ASCAP monopoly made this course feasible. Having so announced its intention ever since its inception, BMI has now formally agreed with the Department of Justice to carry out these commitments when the Department of Justice is able to compel ASCAP to adopt similar policies.

BMI is owned by the broadcasting stations of America. Over 80% of its stock is owned by approximately 670 broadcasting stations and approximately 20% of its stock is owned by the leading networks. Under the terms of the decree, broadcasters who do not wish to pay for music on a per-piece or per-program basis are not forced to do so, but may obtain another basis of payment if they so desire. The decree specifically provides that it does not constitute an admission or finding of any violation of law on the part of BMI.

California Given Anti - ASCAP Bill

Collective Bargaining Powers Are Outlined in Proposal

FOUR BILLS, designed to outlaw the right of ASCAP to act as a collective bargaining agent, have been introduced in the California Legislature by Assemblyman Jack B. Tenney of Los Angeles. If passed, they would end the radio music battle as far as California is concerned.

Bills, he said, are intended to outlaw the right of a composer syndicate to act as collective bargaining agent under a pool of copyrights. Tenney, formerly president of the Los Angeles Musicians Union, is a non-ASCAP composer of several published songs. He has patterned three of his proposed bills after acts adopted in Washington, Nebraska and Florida. The fourth bill, he stated, combines the best features of the other three.

Per-Piece Payment

Section of the proposed bill patterned along lines similar to the Washington legislation, treats with "rates assessed on a per piece system of usage" and reads:

It shall be unlawful for two or more persons holding or claiming separate copyrighted works under the copyright law of the United States to band together or to pool their interests for the purpose of fixing the prices on the use of said copyrighted works, or to pool their separate interests or to conspire, federate or join together for the purpose of collecting fees in this State, or to issue blanket licenses in this State for the right to commercially use or perform publicly their separate copyrighted works; provided, however, such persons may join together if they issue licenses on rates assessed on a per piece system of usage; provided further, such per piece system of licensing must not be in excess of any per piece system in operation in other States wherever any group or persons affected by this act does business, and all groups and persons affected by this act are prohibited from discriminating against the citizens of this State by charging higher and more inequitable rates per piece for music licenses in this State than in other states.

ASCAP's Dilemma

(*Continued from page 12*)

tice was "fair and reasonable", he was confident some arrangement could be made, but that up to that time the negotiations had not been wholly satisfactory to ASCAP. In the ASCAP - Anti - Trust Division consent decree conversations prior to the year-end, Milton Diamond and Lieut. Gov. Charles Poletti, of New York, acting as special ASCAP counsel, conducted the conversations with Mr. Walters. It was after a proposed decree had been drafted last December that the ASCAP board refused to consider it and conversations terminated abruptly.

ASCAP's acceptance of a BMI-type decree would mean a full-scale reorganization which, in effect, would wreck its present operation. It could not perform exclusive performing right functions for its copyright owners and it could not pay its members on its present arbitrary classification system. Thus, ASCAP of necessity would wind up as a music clearing house only.

SAVE $20 PER MINUTE IN RICHMOND

That's right—you save $20.00 on a minute spot when you buy WMBG—the Red Network Outlet in Richmond. For a minute spot—night-time rate—on WMBG costs only $15.00. A minute on the other leading Richmond Station—Night-time rate—costs $35.00. That makes the money odds on the Red over 2 to 1.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.
National Representative—John Blair Co.

Make Western Canada a Rich Sales Territory . . . NOW!

Oil has "come in" in Western Canada . . . production in her mines and smelters is rapidly increasing . . . farm crops have reached a new high, both in volume and price. All these things—together with the added impetus of huge war orders—are creating new wealth in the foothills of Western Canada. It is a good time to increase sales of established lines or to obtain a profitable market for new products. Secure your share of this wealthy market by placing your programme on:

THE ALL-CANADA FOOTHILLS GROUP
(All Basic CBC Stations)

CKCK	REGINA, SASK.
CHAB	MOOSE JAW, SASK.
CJOC	LETHBRIDGE, ALTA.
CJAC	CALGARY, ALTA.
CJCA	EDMONTON, ALTA.
CJAT	TRAIL, B.C.
CKOV	KELOWNA, B.C.

First in Listener Preference
Write for Audience Figures

Representatives:

U.S.A.-WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

Agencies

MARVIN MURPHY has been elected a vice president of N. W. Ayer & Son, Philadelphia. A former Washington newspaper correspondent, he has been with the agency since 1929 and has been manager of its publicity department for the last year.

FRED DODGE, assistant to Roger W. Clipp, general manager of WFIL, Philadelphia, joins the Philadelphia office of Ward Wheelock agency on Feb. 17 in the radio department. He joined WFIL in June, 1939, after being with WNBF, Binghamton, N. Y., for five years and before that with George Batten in New York and N. W. Ayer in Philadelphia.

WILLIAM R. BAKER Jr., Robert Lusk, and Clarence Goshorn, vice-presidents of Benton & Bowles, New York, have been elected members of the board of directors of the agency. Gerald Carson, head of copy, was elected vice-president.

J. M. WILLEM, for the last seven years research director of Stack-Goble Adv. Agency, Chicago, on Jan. 13 was named an account executive for the agency.

RAY BIESMEYER, account executive of Hensley Advertising Co., Chicago, has been elected president of the Chicago Junior Advertising Club.

WARD WEBB, for the last four years in charge of radio presentations for Ruthrauff & Ryan, Chicago, on Feb. 1 joined the National Research Bureau Inc., Chicago, as sales manager of the transcription division.

ARKADY LEOKUM has joined the copy department of George Bijur Inc., New York agency.

N. W. AYER & SON of Canada, Ltd., closed up its Montreal office at the end of January, transferring business to the Toronto office.

WEAVER ADV. AGENCY started operation in mid-January with headquarters in Boise, Ida. The new agency is headed by Walter E. Weaver, formerly sales manager of KIDO, Boise, and executive of *Idaho Daily Statesman*. Harry D. Colson, formerly of KGU, Honolulu, and WINN, Louisville, is radio director. A 13-episode transcription series, *The Idaho Lion*, based on the life of the late Senator William E. Borah, is the agency's first major production for radio.

LESTER LINSK, for the last two years Hollywood radio director of Lyons & Lyons Inc., is being transferred to the talent agency's New York office. Jack Creamer continues as Hollywood assistant to Nat Wolff, radio manager.

JOHN MASTERSON, formerly assistant manager of the San Francisco Convention & Tourist Bureau has joined Raymond R. Morgan Co., Hollywood, as account executive.

RALF M. SPANGLER, president of General Adv. Agency Inc., Los Angeles, has returned to his desk after a business trip to Havana and the Panama Canal zone.

GEORGE ZACHARY, radio producer of Ward Wheelock, New York, has been named chief of radio production of the agency's New York office during the illness of Diana Bourbon, supervisor of radio production.

J. CLEMENT BOYD, formerly vice-president of United Advertising Agency, Newark, has re-entered the U. S. Naval aviation service with the rank of senior lieutenant. He will serve as a member of the Naval Aviation Selection Cadet Board, and will be stationed at Floyd Bennett field, New York.

H. E. CHRISTIANSEN, vice-president of Henri, Hurst & McDonald, Chicago, on Jan. 17 was elected a member of the board of directors and chairman of the membership committee of the Chicago Assn. of Commerce.

W. NORMAN GRAHAM, for eight years director of copy of Ruthrauff & Ryan, Chicago, early in January joined the copy department of Blackett-Sample-Hummert, Chicago.

MARY DUNLAVEY of the time-buying department of Erwin, Wasey & Co., New York, has been appointed assistant time-buyer of the agency.

CHARLES K. FEINBERG, formerly vice-president of the A. W. Lewin Co., Newark, has opened his own agency with offices at 46 N. Clinton St., Newark. Telephone number is Market 3-0573.

GORDON F. BELL, radio production assistant of Maxon, New York, was the first member of the agency's New York office to be called for selective service.

TRADES ADV. AGENCY, New York, has moved its offices to 480 Lexington Ave., New York. Telephone number is Plaza 3-7867.

ALEX RUBEN, formerly promotion and merchandising manager of KFWB, Hollywood, has joined the staff of the United Service Adv., Newark.

JACK VAN NOSTRAND, New York supervising producer of Young & Rubicam Inc. on the CBS *Silver Theatre*, sponsored by Gulf Oil Co., wrote lyrics to Felix Mills' music for "Love's New Sweet Song," theme number featured by Judy Garland on that program Jan. 22.

A. E. PHILLIPS, vice-president and general manager of Tea Garden Products Co., San Francisco, has been elected president of White Rock Mineral Springs Co., New York.

PADCO Inc. is the new name of the former Paul D. Kranzberg & Associates agency, Lindell Bldg., St. Louis.

Hiddleston to Agency

JOE F. HIDDLESTON, for six years sales, merchandising and account executive of KOMO-KJR, Seattle, has joined Pacific National Adv. Agency, Seattle, as vice-president and account executive in charge of radio. Marjorie McPherson will continue as radio director. Clarence Winberg, formerly advertising manager of the Pacific Fruit & Produce Co., succeeded Mr. Hiddleston at KOMO-KJR.

Henry C. Skinner

HENRY C. SKINNER, manager of the Winnipeg office of Norris-Patterson, died in Winnipeg Jan. 18 after a long illness. He started his career in London, England, on a newspaper, coming to Canada in 1910. He was with advertising agencies and farm papers for some years and in 1932 joined Norris-Patterson.

WBAL means business in Baltimore

McCann - Erickson Plans Branch in Minneapolis

McCANN-ERICKSON will open an office in the Hodgson Bldg., Minneapolis, April 1, according to H. K. McCann, president. Merrill Hutchinson, founder and president of the Hutchinson Adv. Co., Minneapolis, will be in charge. Appointment of Mr. Hutchinson as a vice-president of McCann-Erickson is to be announced in the near future.

One of the country's largest advertising agencies, McCann-Erickson, has 12 offices in the principal American cities and organizations in Canada, Europe and South America. It is expected the greater part of the McCann-Erickson staff in Minneapolis will be drawn from the present Hutchinson personnel.

During the time required for establishment of the new office, members of the Hutchinson organization will continue to service present clients—the Pillsbury Flour Co., Northwestern National Life Insurance Co., Gluek Brewing Co., Twin City Federal Savings & Loan Assn., American Farm Machinery Co., First National Bank & Trust Co., Northland Milk & Ice Cream Co., Atwood Coffee Co., Federal Schools, Lavoris Co., Allied Motors Corp.

NO CHANGES are contemplated on the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co. All is well with the present program setup, and Bing Crosby's reported dissatisfaction over continuing with non-ASCAP music is groundless. So declared this group of executives representing sponsor and agency, in squelching reports of a shakeup. In Hollywood for annual conference during mid-January, were (l to r), Arthur H. Farlow, J. Walter Thompson Co., San Francisco, vice-president in charge of Pacific Coast operations; Henry M. Stanton, vice-president in charge of the agency's Chicago office; Daniel J. Danker Jr., vice-president in charge of Southern California territory; John H. Platt, advertising manager of Kraft Cheese Co., Chicago; W. F. Lochridge, Chicago vice-president of the agency and Kraft account executive.

Luxor Net Series

LUXOR Ltd., Chicago (subsidiary of Armour & Co., cosmetics) on Feb. 22 starts a weekly half-hour musical program featuring Wayne King and his orchestra on 35 CBS stations. The program will be heard Saturdays 7:30-8 p.m. (CST) and originate in Chicago. Contract is for one year. Agency is Lord & Thomas, Chicago.

Biscuit News

NATIONAL BISCUIT Co., New York, is sponsoring news programs, 5 to 15 minutes, 3 to 6 times weekly, on WSGN WEBR WCAX WTMA WKRC WHK WENY KPRC WNBC WGNY WSAY KTSA WOLF. Time has also been purchased on WGY, Schenectady. McCann-Erickson, New York, is agency.

AGENCY Appointments

PIONEER SALT Co., Philadelphia (Meltzit), to J. M. Korn & Co., Philadelphia. Test radio campaign has been released.

NATIONAL HOME PRODUCTS, New York, to Brown & Thomas Adv. Corp., New York, for KM cleanser. Radio has been used for the product in the past, but no plans have been made as yet by the new agency.

BRUNSWICK-BALKE-COLLENDER Co., Chicago (bowling equipment), to Stack-Goble Adv. Agency, Chicago.

CANADA DRY GINGER ALE Ltd., Toronto, to MacLaren Adv. Co. Ltd., Toronto, in co-operation with J. M. Mathes Inc., New York, to handle localized Canadian developments.

PHAOSTRON, Alhambra, Cal. (photo equipment) to Newport & Associates, Los Angeles.

TERRE HAUTE BREWING Co., Terre Haute, Ind., to Pollyea Adv. Agency, Terre Haute.

KEEBLER-WEYL BAKING Co., Philadelphia (cakes), to McKee & Albright, Philadelphia.

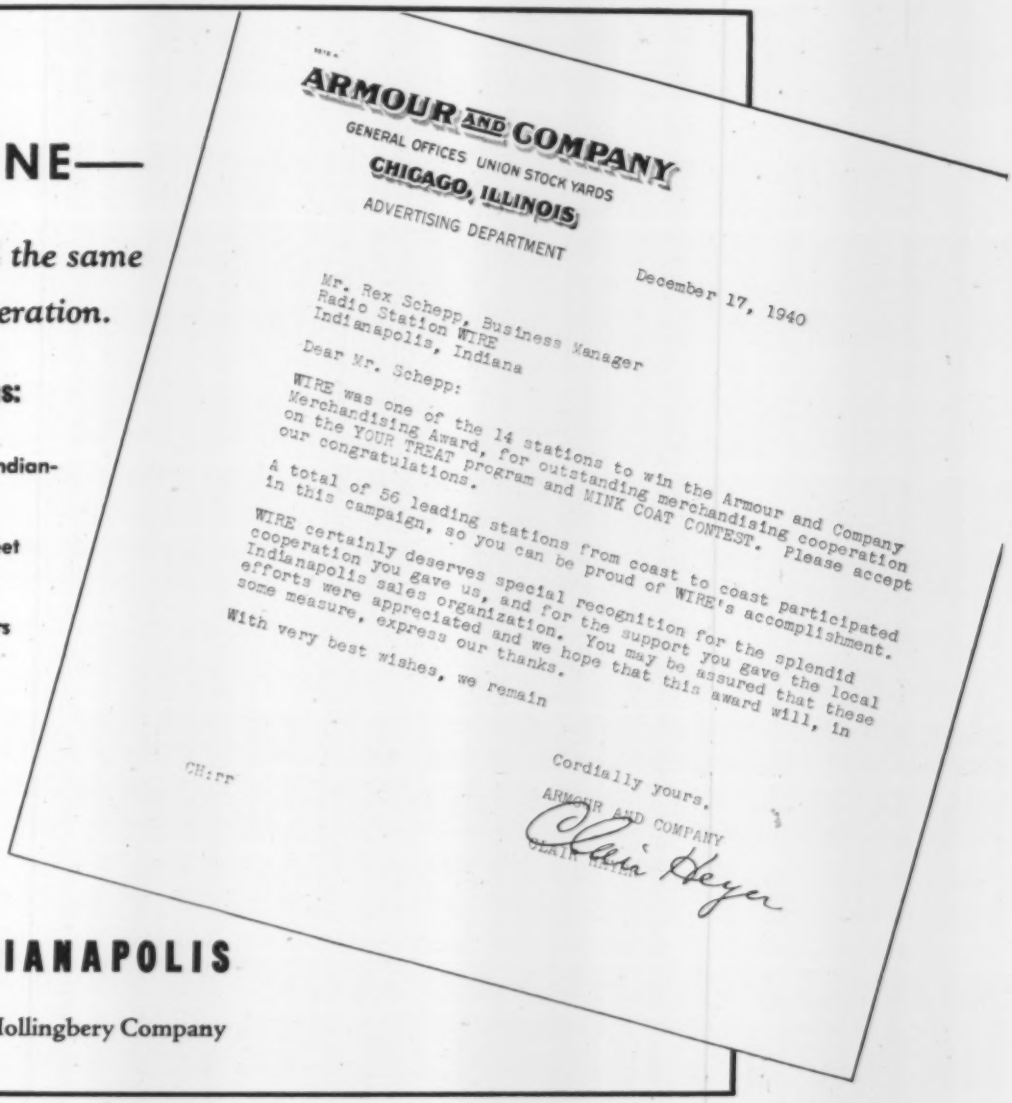
H. FOX Co., Brooklyn (syrups), to Arthur Rosenberg Inc., New York. Using spot announcements to promote Ubet, a new chocolate flavored syrup.

NOT JUST ONE—

But many advertisers feel the same way about WIRE cooperation.

Merchandising by WIRE means:

- Display advertising in the leading Indianapolis newspaper
- Car Cards in 376 Indianapolis street cars and busses
- Direct calls on dealers and distributors
- Distribution of display material
- Letters and cards to the trade
- Courtesy announcements



ARMOUR AND COMPANY
GENERAL OFFICES UNION STOCK YARDS
CHICAGO, ILLINOIS
ADVERTISING DEPARTMENT

December 17, 1940

Mr. Rex Schepp, Business Manager
Radio Station WIRE
Indianapolis, Indiana

Dear Mr. Schepp:

WIRE was one of the 14 stations to win the Armour and Company Merchandising Award, for outstanding merchandising cooperation on the YOUR TREAT program and MINK COAT CONTEST. Please accept our congratulations.

A total of 56 leading stations from coast to coast participated in this campaign, so you can be proud of WIRE's accomplishment.

WIRE certainly deserves special recognition for the splendid cooperation you gave us, and for the support you gave the local Indianapolis sales organization. You may be assured that these efforts were appreciated and we hope that this award will, in some measure, express our thanks.

With very best wishes, we remain

Cordially yours,
ARMOUR AND COMPANY

CH:rr

WIRE INDIANAPOLIS

Represented Nationally by Geo. P. Hollingbery Company

Music Dominates Regional Meeting

10th District Given Report of Progress Made by BMI

OMAHA stations were host Jan. 25 to 50 radio men representing 29 stations in Nebraska, Iowa, and Missouri, at the regional conference of the 10th District, NAB. Industry problems were discussed, principally the ASCAP-BMI controversy which was explained in detail by Carl Haverlin, station relations director of BMI, and C. E. Arney, assistant to president, NAB.

"When Mr. and Mrs. John Q. Public tuned in after 12 New Year's Eve. and learned that the air was still full of fine variety music of all types, radio had then won its music fight," Mr. Haverlin said. He added that since that time public acceptance of non-ASCAP music has increased daily.

On the Run

"There are many indications that ASCAP is now in desperate straits," he continued. "The only thing left for ASCAP to do is to release a smear or a blitzkrieg of infringement suits. ASCAP sees 50 million dollars disappearing during the next five years. It sees its sheet music and record sales falling off. It sees the big stars on the air rapidly being converted to BMI tunes, even though some of them are definitely allied with ASCAP."

The forenoon session was given over to a discussion by Mr. Arney of other industry problems, including: NAB's unit plan of volume measurement; the work of the Radio Committee on Children's Programs; revisions of the broadcasters' code; labor relations problems; wages and hours questions; legislative matters; organization of the new NAB Department of Radio Advertising; and details of the national NAB convention in St. Louis May 12-15.

Others who spoke briefly were Earl H. Gammons, of WCCO, director of the 11th NAB District; Father W. A. Burk, S. J., of WEW, St. Louis; Merle S. Jones, general manager of KMOX, St. Louis; and Arthur B. Church, president of KMBC, Kansas City.

John Gillin Jr., general manager of WOW, and director of the 10th District, presided. The afternoon session was given over to a questions and answers session, mostly on ASCAP-BMI matters.

Those Attending

Those in attendance were:

Rev. W. A. Burk, S.J., WEW, St. Louis; Wm. Brandon, WHO-WOC, Davenport; Arthur B. Church, KMBC, Kansas City; George Crocker, KFNF, Shenandoah; Dietrich Dirks, KTRI, Sioux City; Eaves Bedford, KGNF, North Platte, Neb.; F. C. Eichmey, KGLO, Mason City, Ia.; Ralph Evans, WHO-WOC, Davenport; Jack Falvey, KBIZ, Ottumwa, Ia.; Dean Fitzer, L. J. Kaufman, WDAF, Kansas City; E. T. Flaherty, Elizabeth Sammons, KSCJ, Sioux City, Ia.; Ralph Foster, KWTO-KGBX, Springfield, Mo.; Paul Boyer, KORN, Fremont, Neb.

Earl H. Gammons, WCCO, Minneapolis; Gustav M. Hagenah, SESAC, New York; Edward W. Hamlin, Russ David, KSD, St. Louis; W. C. Hutching, Assoc. Music Pub., New York; Merle S. Jones, KMOX, St. Louis; Jack Luther, KORN, Fremont, Neb.; Craig Lawrence, KSO-KRNT, Des Moines; W. J. LeBarron, KGNF, North Platte, Neb.; Beryl Lottridge, WOC, Davenport; Wm. B. Quarton, WMT, Cedar Rapids; Orville Rennie, KHAS, Hastings, Neb.; Randall Ryan, E. C. Woodward, Elbert A. Read, KFNF, Shenandoah.

J. D. Rankin Jr., I. C. Rapp, Owen Saddler, R. H. Sawyer, KMA, Shenandoah; Alex Sherwood, Standard Radio, Chicago; Robert F. Schuetz, NBC Therausus, Los Angeles; Vernon H. Smith, KOWH, Omaha; Duane L. Watts, KHAS, Hastings; Frank E. Pellegrin, KOIL, KFAB, KFOR, Omaha; J. M. Lowman, KOIL, Omaha; John J. Gillin Jr., William Rueer, Howard Peterson, Bill Wiseman, Foster May, WOW, Omaha; Carl Haverlin, BMI, New York; Clifford T. Johnson, KOIL, Omaha; Woody Woods, Hale Bondurant, WHO, Des Moines.

ALL EYES were on Carl Haverlin, station relations director of BMI, as he spoke to the 10th District NAB meeting, which met Jan. 25 at Omaha. At the speaker's table are (l to r) Mr. Haverlin; John J. Gillin Jr., of WOW, Omaha, 10th District director; Vernon H. (Bing) Smith, KOWH, Omaha; Earl H. Gammon, of WCCO, Minneapolis, 11th District director; C. E. Arney, jr., assistant to NAB President Neville Miller.

WEST IS ELECTED AS NAB DIRECTOR

WILLIAM H. WEST, WTMV, East St. Louis, Ill., was reelected NAB director of the ninth district, comprising Illinois and Wisconsin, at a special meeting at Chicago's Stevens Hotel, Jan. 30. He has served since the latter part of 1939 when Gene Dyer, WGES, Chicago, resigned. He will serve the two-year tenure of 1941-1943.

Mr. West

Since this meeting was held primarily for to elect a director, other business was relegated to the background and the remaining time spent in a discussion of the music situation. Members reported unanimously that public reaction was favorable to BMI and other non-ASCAP tunes and hardly a complaint has been registered since Jan. 1.

Attending the meeting were C. E. Arney Jr., assistant to Neville Miller, NAB president; Rev. James A. Wagner, WTAQ-WHBY; Edwin Brady, WGN; Walter Ashe, R. M. Holt, WCLS; William R. Cline, Harold A. Safford, George R. Cook, WLS; Marie E. Clifford, WHFC; R. S. Peterson, Donald Marcotte, A. W. (Sen) Kaney, WENR-WMAQ; Edgar L. Bill, WMBD-WDZ; Harry R. LePoidevin, WRJN; Leslie C. Johnson, WHBF; J. L. Van Volkenburg, WBBM; Bradley R. Eidemann, Arthur F. Harre, WAAF; Francis (Jake) Higgins, WDAN; Harold Dewing, Jack Heintz, WCBS; Merrill Lindsey, WSOY; John J. Dickson, WROK; William West, WTMV; L. W. Herzog, WTMJ; James F. Kyler, WCLO; Ed Cunniff, WKBH. John J. Gillen, WOW, Omaha, also attended.

APPEARING for the first time on a radio program devoted exclusively to sports, Mrs. Eleanor Roosevelt will be the guest of Bill Stern, NBC commentator, on his Feb. 2 *Sports Newsreel of the Air*, on the Blue.

Studio Notes

KANSAS CITY Junior College students recently voiced their radio program preferences in a questionnaire survey conducted by the college magazine, *The Jayhawk*. Ten favorite programs were: Bob Hope, Glenn Miller, Jack Benny, Kay Kyser, *Hit Parade*, Fibber McGee, *Lux Radio Theatre*, Charlie McCarthy, *Dance with America*, Major Bowes. The only non-network choice in the first 10 *Dance with America*, is a daily popular music hour on KCKN, Kansas City, Kan.

WDAS, Philadelphia, cooperating with the local board of education, has started a study course in various phases of broadcasting for high school students. More than 50 youngsters visit the studio each week in connection with a series of weekly programs by the school board's music department, and those interested in broadcasting will be invited to remain after their regular program. Under direction of Gene Edwards, WDAS announcer, training is given in the various phases of broadcast technique. Several of the more promising students are retained by the station as apprentice production assistants to observe and learn details of programming, production and such.

ANNOUNCING the Careers in Advertising Course sponsored at Washington U. by the Women's Advertising Club of St. Louis, beginning Feb. 3, a quarter-hour panel discussion of "Careers in Advertising" was conducted in mid-January on all St. Louis and East St. Louis radio stations. Speakers on the panel included W. C. D'Arcy, president of D'Arcy Adv. Co.; Oscar Zahner, St. Louis manager of Ruthrauff & Ryan; Ray E. Dady, station director and news commentator of KWK, St. Louis.

IN CELEBRATION of its third year on WCBS, Springfield, Ill., under the same sponsorship, the Amhrein Baking Co., Springfield, the *Junior Radio Stars* program recently held a combined birthday party for members and Cousin Betty, director of the show.

WPEN, Philadelphia, effective Feb. 3, realigned its program schedule so that the foreign language shows are all concentrated between the hours of 6 and 9:15 p.m. An 8:30-9 a.m. Polish program is unaffected by the change. Heretofore, the foreign language shows were heard between 4:15 and 5:30 p.m. in addition to the 6-9:15 block. The late afternoon time gained for English-spoken programs will be utilized for news and the development of sustaining programs. The change is in line with the station's policy to de-emphasize its foreign language broadcasts.

BEGINNING Feb. 6 a weekly half-hour news dramatization, written and produced by the staff of KOIL, Omaha, will be broadcast Thursday at 10-10:30 p.m. from that station and fed to MBS. Titled *Parade of News*, the program will be directed by Harold Hughes, KOIL production manager, and narrated by Harvey Carey.

RADIO round-table discussions of the San Francisco Chamber of Commerce broadcast by KYA are now being rebroadcast to the Orient, Australia, New Zealand, South Africa and Netherlands East Indies. KYA General Manager Harold H. Meyer arranged with the General Electric shortwave station KGEI on Treasure Island to rebroadcast by transcription the Chamber programs released on KYA Friday nights.

THE INTERNATIONAL Brotherhood of Electrical Workers in the West, announced at its San Francisco headquarters late in January that KPMC, Bakersfield, Cal., has signed a contract calling for an increase in pay for KPMC technicians to $45 per week and a further increase in June to $47.50 per week; closed shop and two weeks vacation with pay. At the same time the IBEW reported difficulties in getting together with the management of KVOA, Tucson, Ariz.

WFBM, Indianapolis, as an added service to its rural audience, for the third straight year will present a daily five minute resume of farm news on the *Hoosier Farm Circle* program during the eight-week session of the State Legislature. Arrangements have been made by Henry Wood, WFBM's director of rural activities, and the Indiana Farm Bureau to present Jack Foust, editor of the *Hoosier Farmer* as commentator.

WCAE, Pittsburgh, is presenting each Saturday at 7:30 p.m. a commentary on world events sponsored by Olsen Homes. News analyst is John Nesbitt, former professor at various African, Asiatic and American universities and formerly foreign language consultant of NBC, Chicago.

ONE THOUSAND Radio Coverage Reports, each defining, classifying and ranking every audible service, day and night, to a city of 25,000 population or over, have now been distributed to advertising agency and network clients, according to Edgar Felix, director of the service. Intensive preparations are under way for a greatly expanded field force and production of reports immediately following the March 29 reallocation.

WRVA, Richmond, as a good will gesture to the press, recently sent Bill Willis, of the publicity department, and mobile equipment to Lynchburg, Va., to remote several broadcasts from the annual Virginia Press Association Convention. Included was the broadcasting of the popular *Virginia Weekly* program, participated in by a number of VPA notables and witnessed by nearly all the editors attending the convention.

WJSV, Washington, inaugurates a series of public service programs Feb. 8 titled *The Consumer Wants to Know*. The series is intended to protect and foster the interests of the consuming public on matters of food, rents, taxation, and public health. Program, to be heard Saturdays at 9:15 a.m., will be presented under the joint auspices of the D. C. League of Women Voters, the D. C. League of Women Shoppers and the Agricultural Marketing Service and the Consumers' Council of the Department of Agriculture.

WGAR, Cleveland provided its audience unusual on-the-scene coverage of the presidential inauguration. Kay Halle, WGAR commentator, was assigned to cover the ceremonies from the local point of view, describing the activities of Clevelanders present. The broadcast was transcribed and air-expressed back to WGAR for broadcast the same night. Miss Halle remained in Washington the remainder of the week to make other discs, including interviews with Ohio congressmen.

HERB PLAMBECK, of WHO, Des Moines, farm news editor, has been named secretary-treasurer of the Mid-West Farm Editors Assn. The organization aspires to promote better farm news service.

Network Accounts

All time EST unless otherwise indicated.

New Business

SWIFT & Co., Chicago (meat products), on Feb. 8 starts *NBC Breakfast Club* on 67 NBC-Blue stations, Thurs., Fri., Sat., 9:30-9:45 a.m. Agency: J. Walter Thompson Co., Chicago

MAGAZINE REPEATING RAZOR Co., New York (Schick Injector razor), on March 1 will start *Duffey's Tavern* on 55 CBS stations, Sat., 8:30-8:55 p.m. (repeat 11:30 p.m.). Agency: J. M. Mathes Inc., N. Y.

LUXOR Ltd. (sub. of Armour & Co.) Chicago (cosmetics), on Feb. 22 starts Wayne King orchestra on 35 CBS stations, Sat., 7:30-8 p.m. Agency: Lord & Thomas, Chicago.

WILLIAM WRIGLEY Jr. Co., Chicago (gum), on Feb. 2 started *Dear Mom* on 19 CBS stations, Sun. 5:55-6:15 p.m. (CST). Agency: Arthur Meyerhoff & Co., Chicago.

Renewal Accounts

B. T. BABBITT Co., New York (Bab-O cleanser), on Feb. 17 renews for 52 weeks *David Harum* adding 7 NBC-Red stations making a total of 50 NBC-Red stations, Mon. thru Fri., 11:45 a.m.-12 noon. Agency: Maxon Inc., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Feb. 22 renews *Luncheon at the Waldorf* on 53 NBC-Blue stations, Sat., 1:30-2 p.m. Agency: William Esty & Co., N. Y.

GULF OIL Corp., Pittsburgh, on Feb. 14 renews *Screen Guild Theatre* on 79 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

Network Changes

SKELLY OIL Co., Kansas City, on Jan. 27 added 3 stations (WREN, KOAM, KMA) to *Captain Herne Speaking* making a total of 18 NBC-split network stations and deletes WDAF, Mon. thru Fri., 7:45-8 a.m. Agency: Henri, Hurst & McDonald, Chicago.

GEORGE A. HORMEL & Co., Austin, Minn. (Spam), on Feb. 3 shifts *Burns & Allen* on 67 NBC stations, from Hollywood to Chicago for one week; on Feb. 10 to New York, indefinitely, Mon. 7:30-8 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST). Agency: BBDO, Minneapolis.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand and Spud cigarettes), on Jan. 31 added eight NBC-Blue stations to *Your Happy Birthday*, making a total of 82 NBC-Blue stations, Fri., 9:35-10 p.m. Agency: Weiss & Geller, Chicago.

OUTSTANDING Young Man of 1940 in Omaha is Frank E. Pellegrin (right), general sales manager of KOIL-KFAB-KFOR. He was formally notified of the honor by Frank Fogarty, Commissioner of the Omaha Chamber of Commerce.

Pathfinder Oil Places First Broadcast Series

JOHN B. BROWNE Jr., manager of the Seattle and Portland offices of Charles H. Mayne Co., Los Angeles agency, has resigned to become advertising manager of Pathfinder Petroleum Co., Los Angeles.

B. E. Devere, general manager, stated that "an extensive advertising campaign, covering Southern and Central California, Arizona and New Mexico, is planned for Pathfinder gasoline during 1941". Firm will use radio for the first time, and on Jan. 28 started sponsoring a weekly quarter-hour narrative program, *The World's a Stage*, on KFI, Los Angeles. Program features Herb Allen as narrator. Contract is for 26 weeks, placed direct.

Curtiss Candy Spots

CURTISS CANDY Co., Chicago, will use one-minute spot and 100-word-announcement time signals three times daily on about 15 undetermined midwestern stations. Campaign is to be run as test for Chico nuts, Carlton gum, Cocoanut Grove candy bar, and Saf-T-Pop lollipops, Curtiss products which heretofore have not been actively promoted. C. L. Miller, New York, is the agency.

U. S. TOBACCO Co., New York (Dill's Best, Model smoking tobacco), on Feb. 24 replaces *Pipe Smoking Time* on 55 CBS stations, Mon., 8:30-8:55 p.m. with *Gay Nineties Revue*, same time, same number of stations. Agency: Arthur Kudner, N. Y.

FCC Criticized

(Continued from page 17)

whatsoever." Gen. Watson, he said, called him as acting FCC chairman and stated "that he understood this matter was before us, and representations had been made that Mr. Flamm had been forced into this thing, and would I look into the matter carefully."

Commenting momentarily in the midst of the lengthy discussion of the WMCA case, Committee Chairman Woodrum (D-Va.) declared that Mr. Flamm apparently felt he was being "flim-flammed" into selling for $850,000 cash. As the discussion continued, he observed:

"He found out that he could flimflam somebody else for more than he could this other fellow, and he wanted the Commission to help him undo his original request, so that he can get a bigger price from somebody else for something that he has no right to sell." The sale of the station for $850,000, after testimony indicated that the physical property actually was valued at $302,000, brought the further statement from Rep. Woodrum: "I do not see that he was very badly hurt."

Another controversy arose out of testimony on the WMCA sale when Rep. Wigglesworth contested the propriety of participation in the case, as counsel for Mr. Noble, by William J. Dempsey and William C. Koplovitz, formerly general counsel and assistant general counsel of the FCC, respectively. Asked if the FCC two-year rule prohibiting former employes from participating in cases they have previously handled did not apply to Messrs. Dempsey and Koplovitz, who had left the Commission to enter private practice six months before, Chairman Fly maintained that their participation in the case did not violate any rule or law, although both had participated in preparation of a show cause order involving the revocation of the WMCA license.

Stations in Spartanburg Join Networks in March

WALTER J. BROWN, vice-president and manager of WORD, Spartanburg, S. C., has announced the station will join NBC Blue network in March and that the company's other station, WSPA, also located in Spartanburg, will become affiliated with CBS simultaneously. WORD at present is the CBS outlet.

Both stations will operate 18 hours daily. With completion of a $50,000 transmitter, now being erected, WSPA will increase its power from 1,000 to 5,000 watts. J. W. Kirkpatrick, former general manager of WGTC, Greenville, N. C., has been named commercial manager of WORD.

VOLNEY D. HURD, former radio editor and now an executive editor of the *Christian Science Monitor* in charge of its radio news service, on Jan. 21 was issued Patent No. 2,229,456 on television scanning apparatus.

AVAILABLE FOR SPONSORSHIP

"The Classical Album"

THE WORLD'S MASTERWORKS OF MUSIC

EVERY WEEKDAY EVENING

AT NINE O'CLOCK

WMEX

BOSTON

5000 WATTS FULL TIME

100 QUIZ PROGRAMS--$1!

Sample Quiz No. 71

1. Is an English Countess the wife of an English Count? (*No—she's the wife of an Earl.*)
2. What food that we eat every day contains two deadly poisons? (*Salt—contains sodium and chloride.*)
3. If you painted the number 1 to 100 on 100 houses, how many times would you paint the number "9"? (*20 times.*)
4. What man was jailed for vagrancy, while running for the office of U. S. President? (*Earl Browder, Communist candidate—1936.*)
5. Was William Tell a real person—or legendary hero? (*Legendary hero.*)
6. From what skins are hudson seal fur coats made? (*Muskrat.*)
7. In Rhyme time—what is an elegant handkerchief? (*fancy hanky.*) A wet hobo? (*Damp tramp.*) A feeble minded sleuth? (*Defective detective.*)
8. What was the U. S. President's name—twelve years ago? (*FDR.*)
9. True or false: There are no volcanoes in Alaska. (*False, there are several.*)
10. Where in Italy is the Leaning Tower of Pisa? (*Pisa.*)
11. In N. Y. State, is it legal for a man to marry his widow's sister? (*Not only illegal—impossible.*)

Invaluable to Your Man-in-the-Street

MORE THAN 1100 SPARKLING RADIO QUESTIONS AND ANSWERS

Absolutely the best!

ALL FOR $1.00-PREPAID

LEO BOULETTE

First Morris Plan Bank Bldg., Springfield, Ohio

High Fidelity FM/AM

Model S-31 Tuner

Hallicrafter Engineered High Fidelity Tuner for Frequency Modulation and Amplitude Modulated Broadcast Reception.

The No. 1 band covers all frequencies used by amplitude modulated broadcast stations. The dial reads kilocycles by the addition of a zero to the numbers shown. Thus, 100 would be 1000 kilocycles.

The No. 2 band covers frequencies used by high fidelity frequency modulated broadcast stations. The dial is calibrated in megacycles.

Fundamentally, amplitude modulation (AM) consists of adding and subtracting power from a carrier in accordance with the modulating voice of music. With Frequency Modulation (FM), however, the carrier is kept constant in amplitude and is shifted back and forth in frequency in accordance with modulation. The circuits involved in the reception of the two types are much different — usually requiring two separate receivers. The Model S-31 tuner combines both circuits and changes from FM to AM with the bandswitch.

To appreciate the full capabilities of this tuner a high fidelity audio system should be incorporated. A high fidelity audio system consists of not only a high fidelity amplifier but also a high fidelity speaker system.

SPECIFICATIONS

8 tubes—Frequency range, band one: 540 to 1650 kc., band two: 40 to 51 mc.—Power output 130 milliwatts undistorted — Power consumption 120 watts — Controls: Band switch, Phone switch, Main tuning, Audio gain, Tone Control, "S" meter adjustment—Operates on 115-125 volts, 60 cycles AC.

Model S-31 Tuner, Complete with 19" x 8¾" rack panel, metal cabinet and tubes. $69.50.

Model S-31A, high fidelity, 25 watt amplifier, complete with cabinet and tubes. $49.50.

the hallicrafters inc.
2607 Indiana Avenue, Chicago, U. S. A.

Used by 33 Governments
Sold in 89 Countries

FCC Waives Certain Technical Rules Covering FM to Speed Actual Service

COINCIDENT with a Jan. 28 grant to Central New York Broadcasting Corp. for a new FM station in Syracuse, N. Y., the FCC has announced waiver of certain technical requirements to expedite FM operation. The new Syracuse station, 30th granted by the FCC since commericial FM operation was given the go-ahead signal, will operate on 46.3 mc., serving a 6,800 square mile area and some 600,000 population.

Holding that standardization of the maximum power rating and operating range of FM transmitters would aid both manufacturer and broadcaster, the FCC also has waived two FM rules to broaden the technical operation base.

Newspaper Plans

With several newspapers reported considering entering FM applications, the News Syndicate Co. Inc., publishing the *New York Daily News*, on Jan. 24 applied for a new FM station in New York, to operate on 44.7 mc. and covering 8,500 square miles. Among other newspapers understood to be preparing applications are the *New York Times*, *New York Evening Post*, as well as the *Washington Post*, which in mid-1940 entered an FM application under the then-existing experimental rules.

Following a conference with manufacturers of high-frequency broadcast equipment, the FCC recognized that standardization of maximum power rating and operating range of FM transmitters would be beneficial, it was stated, since high-frequency broadcast stations are rated on the basis of specified service, with the actual power possibly at wide variance for the same service area in the same location.

Agreeing to standardize power in this connection, the FCC has waived Section 3.241 of the FM rules, relating to maximum power rating, to permit maximum power of four times the operating power between 12,500 and 25,000 watts until a 25,000-watt transmitter can be developed and placed on the market. It also waived Section 3.245, relating to transmitter performance requirements, to permit manufacturers more time to meet the 2% limit on the combined audio frequency harmonics generated by the transmitting system.

Explaining that proposed FM service in the Philadelphia and New York areas made assignment of adjacent channels desirable, the FCC also on Jan. 28 modified the construction permit granted WCAU Broadcasting Co., Philadelphia, to specify 46.9 mc. instead of 46.7, and that of CBS, New York, to specify 46.7 mc. instead of 48.7. Call letters of the Ph.ladelphia station have been changed from W67PH to W69PH to indicate the new frequency assignment. Call letters of the CBS station are now W67NY instead of W87NY.

Among other applications received by the FCC are:

Wodaam Corp., New York (WNEW), change of frequency on pending application from 45.3 mc. to 46.7 mc.; population coverage from 11,417,000 to 11,431,000; shift transmitter location from Carlstadt, N. J., to New York.

A. S. Abell Co., Baltimore, change of frequency on pending application from 44.3 mc. to 46.3 mc.; population from 3,308,983 to 1,810,-159; area coverage from 15,489 square miles to 6,040 square miles; transmitter location from Clarksville, Md., to Baltimore.

W75NY (CP) Metropolitan Television Inc., New York, modification of CP re equipment; change in population coverage from 11,-010,372 to 11,814,746.

Stromberg - Carlson Telephone Mfg. Co., Rochester, N. Y. (WHAM), amendment of application to change population figure from 543,000 to 584,000; area coverage from 2,240 square miles to 3,200.

NEW SERIES of educational records, Student Music Library series, is announced by Columbia Recording Corp., making available to students of violin, piano and cello for practice purposes an identical repertoire of recital pieces and junior classics. Offered in album sets of three 10-inch records on the Columbia Popular label, the first sets are pieces by great masters never before recorded. Subsequent releases will contain literature for flute, clarinet, trumpet and other instruments.

FM MARKET GROUP TO HOLD MEETING

WITH CONSIDERABLE headway made through filing of FM applications for key markets, the executive committee of the FM Program Research Group, created last summer to explore the possibilities of establishing a cooperative 45-city FM network meets Feb. 18 in New York. The meeting is preparatory to a general session planned for Chicago in mid-March.

John R. Latham, advertising agency radio executive and former president of American Cigar & Cigarette Co., retained several months ago to blueprint the projected operation, will submit his report to the executive committee. Members of the committee are John Shepard 3d, Yankee Network president; Walter J. Damm, WTMJ, Milwaukee; Elzey Roberts, KXOK, St. Louis, KFRU, Columbia; William B. Way, KVOO, Tulsa; Herbert L. Petty, WHN, New York; W. J. Scripps, WWJ, Detroit, and Gordon Gray, WSJS, Winston-Salem.

The main group, comprising owners or executives of some 45 broadcast stations or newspapers in major markets throughout the country, tentatively plan to meet in Chicago on March 19 to appraise the entire FM network situation. The plan includes creation of a co-operative venture.

MBS, it is reported, already has written certain of its affiliates regarding filing of FM applications, ostensibly looking toward creation of an FM network by that company.

Rogers-Majestic Selling Plant

ROGERS-MAJESTIC Corp., Toronto, owners of Rogers Radio Broadcasting Corp., operating CFRB, Toronto, is selling its manufacturing facilities including radio receivers, tubes, electrical appliances to Small Electric Motors (Canada) Ltd., retaining only CFRB. Shareholders of the Rogers-Majestic Corp. are being advised that earnings of the broadcasting company are satisfactory and should soon permit dividend payments.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

REL

FM'S PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

RADIO STATION MANAGERS OF AMERICA!

Here is your chance to roll up your sleeves for

HEROIC LITTLE GREECE

One country had the courage and inspiration to challenge the might of the aggressor. Today this heroic little nation needs help.

On February 8, at 11:15 P.M. EST, "America Calling", one of the greatest radio programs ever produced will be made available to your station for the benefit of the Greek War Relief Fund. Scores of prominent radio, screen and stage stars have volunteered their services. NBC, MBS and many independent stations already have arranged to contribute their facilities. Motion picture theatres and leading department stores are cooperating. In such ways America shows its tangible appreciation of this gallant nation that keeps the light of liberty burning bright.

This is your opportunity. Help the cause of democracy . . . and at the same time help yourself. For you'll be giving your listeners one of the greatest broadcasts of all time.

"AMERICA CALLING"

America's big broadcast for the benefit of Greek War Relief needs the facilities and cooperation of your station.

SATURDAY EVENING
FEBRUARY 8
11:15 P.M. EST
[90 minutes]

Arrangements have been made to permit you to tie-in with "America Calling" easily and efficiently. In addition, station managers will be awarded cash prizes of $250, $150 and $100 for the best exploitation of and cooperation with this program. For complete details wire the following today:

SPYROS SKOURAS
Pres., Greek War Relief Comm.
730 Fifth Ave., New York City

PARTIAL LIST OF THE STARS PARTICIPATING IN "AMERICA CALLING"

Jack Benny • Bob Hope • Bette Davis • George Burns and Gracie Allen • "The Hardy Family" including Mickey Rooney, Lewis Stone, Cecilia Parker, Ann Rutherford • Fanny Brice and Hanley Stafford • Madeleine Carroll • Ronald Colman • Bob Crosby • Alice Faye • Clark Gable • Charles Laughton • Myrna Loy • Carol Lombard • Mary Martin • Tony Martin • Groucho Marx • Frank Morgan • Paul Muni • Merle Oberon • "Rochester" • James Stewart • Shirley Temple • Spencer Tracy • Robert Young

THIS SPACE CONTRIBUTED TO THE CAUSE OF GREEK WAR RELIEF BY BROADCASTING *MAGAZINE*

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JANUARY 25 TO JANUARY 31, INCLUSIVE

Decisions . . .

JANUARY 29

NEW, Central N. Y. Broadcasting Corp., Syracuse—Granted CP FM 46.3 mc 6,800 square miles 600,100 population.

WWJ, Detroit—Granted modification CP to change directional antenna night for approval of new antenna specifications.

KVOX, Moorhead, Minn.—Granted consent transfer control of KVOX Broadcasting Co. from Robert K. Herbst to David C. Shepard, Howard Johnson and John W. Boler, representing all outstanding and issued stock (250 shares, $100 par) for $25,000 cash and $15,000 in time, to be used at prevailing rates and not less than $2,000 a year.

WOR, Newark—Granted modification license to move main studio from Newark to New York.

WAPI, Birmingham—Granted in part request to continue hearing on renewal to 2-18-41.

NEW, Radio Corp. of Annapolis, Md.—Dismissed application CP new station 1310 kc 100 w unl.

TELEVISION RENEWALS — W2XAB, New York; W2XBT, W2XBU, W2XBS, New York; W6XDU, Los Angeles; W2XVT Passaic, N. J.; W9XZV, Chicago. Licenses extended to 3-1-41 pending action on renewals—W3XE, W3XP, Philadelphia; W2XI, New Scotland, N. Y.; W3XAD, W3XEP, Camden, N. J. Licenses extended to 3-1-41 pending receipt of renewal applications—W2XB, W2XH, Schenectady; W9XUI, Iowa City.

MISCELLANEOUS — WDEL, Wilmington, Del., request to withdraw rehearing petition against WCOP grant considered as a motion to dismiss, and granted, and rehearing petition of WDEL dismissed; NEW, May Department Stores Co., Los Angeles, granted extension time to supply experimental television program to W6XMC (CP only) for 60 days from 1-14-41; NEW, WCAU Broadcasting Co., Philadelphia, granted modification CP FM to specify 46.9 instead of 46.7 mc, and call changed to W69PH; NEW, CBS, New York, granted modification CP FM to 46.7 mc instead of 48.7.

JANUARY 30

WNBC, New Britain, Conn. — Granted modification CP increase power to install new transmitter.

WROL, Knoxville — Granted license increase power etc.

WTCM, Traverse City, Mich.—Granted license new station 1370 kc 250 w unl.

WKMO, Kokomo, Ind.—Granted modification CP new station re antenna, transmitter.

WSVA, Harrisonburg, Va. — Granted modification CP for new transmitter.

WBEN, Buffalo — Granted modification CP re antenna, transmitter.

KWIL, Albany, Ore.—Granted license new station 1210 kc 250 w unl.

WTAR, Norfolk, Va.—Granted license increase power etc.

W55M, Milwaukee—Granted modification CP FM station re transmitter, antenna.

WAPI, Birmingham—Granted voluntary assignment fo license from Alabama Polytechnic Institute, University of Alabama, Alabama College (Board of Control of Radio Broadcasting Station WAPI) to Voice of Alabama Inc. Assignors will discontinue operation but retain ownership of physical equipment which will be leased to assignee.

JANUARY 31

WHDH, Boston—Granted oral argument 2-20-41 on CP application.

Applications . . .

JANUARY 29

NEW, Stromberg-Carlson Tel. Mfg. Co., Rochester—CP 45.1 mc 2,240 sq. miles 543,000 population, amended to 3,200 square miles 584,800.

W53H, Hartford, Conn.—Modification CP new FM station for approval transmitter and antenna system, change population from 4,893,439 to 1,036,400.

NEW, A. S. Abell Co., Baltimore—CP 44.3 mc 15,489 square miles 3,308,983 population, amended to 46.3 mc 6,040 square miles 1,810,159 population, move transmitter.

WPEN, Philadelphia—Modification CP increase power for new transmitter.

WICA, Ashtabula, O.—CP new transmitter, directional N increase to 1 kw 5 kw D, change D to unl.

WCBT, Roanoke Rapids, N. C.—Modification CP as modified new station, to move studio.

WMRC, Greenville, S. C.—Authority transfer control from R. A. Jolley to C. Granville Wyche 1,530 shares common stock.

NEW, Burlington Broadcasting Co., Burlington, N. C.—CP 1250 kc 250 w D, amended to 500 w, new transmitter.

KATE, Albert Lea, Minn.—Modification license from Albert Lea Broadcasting Co. to Albert Lea-Austin Broadcasting Co. Inc.

WAAF, Chicago—CP increase to 1 kw 5 kw LS, unl., new transmitter, directional.

KPOW, Powell, Wyo.—Modification CP new station for change in studios, antenna, transmitter.

KFBC, Cheyenne, Wyo.—Modification license from 1420 kc 100 w 250 w D to 1210 kc N & D.

Tentative Calendar . . .

FEBRUARY 3

NEW, Pan-American Broadcasting System, Hollywood, Fla.—CP 1420 kc 250 w unl.

NEW, Atlantic Broadcasting Corp., Miami, CP 1280 kc 500 w 1 kw D unl.

NEW, Seaboard Broadcasting Corp., Tampa, Fla.—CP 1530 kc 1 kw unl.

NEW, Robert V. Lee, Bradenton, Fla.—CP 1500 kc 250 w unl.

FEBRUARY 4

NEW, Puerto Rico Adv. Co., Arecibo, P. R.—CP 1200 kc 250 w unl.

NEW, Puerto Rico Adv. Co., San Juan, P. R.—CP 1500 kc 250 w unl.

NEW, Caribbean Bcstg. Assn., San Juan, P. R.—CP 1500 kc 250 w unl.

WPRA, Mayaguez, P. R.—Renewal license.

FEBRUARY 5

WCSC, Charleston, S. C., transferor, and John M. Rivers, transferee—Transfer control of South Carolina Broadcasting Co.

FEBRUARY 6

WOOD, King-Trendle Broadcasting Corp., assignor, and WOOD Broadcasting Corp., assignee—Voluntary assignment license.

FEBRUARY 18

WAPI, Birmingham—License renewal.

MARCH 3

NEW, R. B. Eaton, Des Moines—CP television 66-72 mc.

NEW, William D. and Violet Hutton Hudson, Clarksville, Tenn.—CP 1370 kc 250 w unl.

MARCH 18

WAGA, Atlanta—CP 590 kc 1 kw 5 kw D directional N unl.

MARCH 19

NEW, Butler Broadcasting Corp., Hamilton, O.—CP 1420 kc 250 w unlimited.

MARCH 27

NEW, Worcester Broadcasting Inc., Worcester, Mass.—CP 1200 kc 250 w unl.

GE Plans to Construct 50 kw. Shortwave Plant

NEW 50,000-watt transmitter will be erected at Belmont, Cal., for the General Electric Co.'s non-commercial shortwave station, KGEI, it is announced by Raymond M. Alvord, vice-president in charge of the company's Pacific division.

Since opening of the Golden Gate Exposition in 1939 the station has been broadcasting with 20,000 watts from the Palace of Electricity on Treasure Island. The new transmitter will be adjacent to the transmitter of KPO, GE standard broadcast station. Offices and studios of the shortwave station will be in the Fairmont Hotel, San Francisco. It is planned to move May 1.

Wireless World of London

ENEMY spies in London used this equipment to send information out of the country. They were executed Dec. 10. The telegraphic transmitter, weighing a pound, is housed in one case; in another are the dry batteries; the aerial, coiled up, could be erected on any support.

Formal Opening Planned By WBTA, Batavia, N. Y.

STARTING date for the new Batavia, N. Y., has been tentatively set for Feb. 3 by Edmund R. Gamble, general manager of the new 250-watt local on 1500 kc. Construction permit was granted by the FCC last Nov. 1 to Batavia Broadcasting Corp., 50% controlled by Joseph M. Ryan, oil dealer; 36% by Mr. Gamble, formerly editor of a farm newspaper; and 14% by Edward P. Atwater, local banker.

Staff selections include Robert E. Newstead as commercial manager; James E. Corbett, from WBEN, Buffalo, program director; William M. Winn, from WRAK, Williamsport, Pa., and Gerald Flynn, announcers; R. Carleton Greene, from WSAY, Rochester, chief engineer; Raymond Gondek, from WSAY, and George Hackett, operators; Edward C. Russell, from the *Washington Post*, news editor; Helen G. Neville and Jane Steadman, in charge of women's programs; Winifred Legg, bookkeeper.

Studios are located at 90 Main St. An RCA 250K transmitter has been installed and an 176-foot Wincharger vertical radiator erected. The Lang-Worth transcription library has been subscribed to and UP news service will be used.

WHK Celebrates Power

WHK, Cleveland, on Feb. 5 plans a gala one-hour broadcast to celebrate its night power increase to 5,000 watts on 1390 kc. KLRA, Little Rock, cooperating with the Cleveland station on mutual power increases, since they occupy the same wave, will participate in the program with a transcribed message of congratulations from S. C. Vinsonhaler, general manager.

Use of Wire Lines For FM Is Shown

HIGH QUALITY wire pickup for broadcasting on high-frequency was demonstrated before the American Institute of Electrical Engineers on Jan. 30 at Town Hall, Philadelphia. A demonstration of transmission by wire up to 15,000 cycles was presented by R. G. McCurdy, director of transmission and engineering for Bell Telephone Laboratories, New York.

A paper explaining the "Engineering Requirements for Program Transmission Circuits" was presented to the AIEE by Mr. McCurdy, collaborating with F. A. Cowan, transmission engineer, and I. E. Lattimer, transmission methods engineer, for AT&T.

Total Ranges

The demonstration was designed to show how music sounds after transmission over various kinds of telephone lines. A pickup was established in the Academy of Music where the Philadelphia Orchestra was rehearsing. Wagnerian music was selected to bring out the capabilities of the system in both tonal and volume ranges. The music was not amplified, showing effect of frequency changes on sound.

At first the music was restricted to 5,000 cycles per hour, the limits for present-day broadcasting. When the upper limit was raised to 8,000 cycles, the violins were crisper, the triangle rang out more sharply, and there was more resonance to the drums. With the limit extended to 15,000 cycles, virtually as high as the best ears can go, there was considerable further improvement, according to most of those present.

To explain reactions of listeners, Mr. McCurdy asked them to participate in a test hearing. Pure notes of various pitches were sounded, and a show of hands made it clear that few of the 1,000 engineers could hear notes beyond 15,000 cycles, though some went as high as 18,000 cycles.

To show the effect of long distance circuits of various types, cable lines to both Toledo and Charlotte were used, each about 1,300 miles long. The first circuit demonstrated was of the type in present commercial use, having a limit of 5,000 cycles. A circuit over the same route arranged to transmit up to 8,000 cycles was shown. A wide-band carrier system of standard type except that special program terminal equipment was used to give a range up to 15,000 cycles was demonstrated. Comparing transmission over the cable circuits with what they had heard in direct transmission of the same band width across a few city blocks, the audience felt the music had not suffered from its long journey over the wire.

Telephone engineers argued that the wire lines are better and more reliable for use in FM than relay stations 40 miles apart as proposed by broadcasters and the demonstration was arranged to prove their point.

Herbst Granted Permit For Transfer of KVOX

ROBERT K. HERBST, department store owner of Fargo, N. D., who owns KVOX, Moorhead, Minn., just across the Red River, on Jan. 29 was authorized by the FCC to sell the station to a company comprising officers of the North Central Broadcasting System, regional network of Minnesota, Wisconsin and Dakota stations. The purchase price was $25,000 cash and $15,000 in station time to be used at a rate of not less than $2,000 per year.

The new owners of the station, a 250-watt outlet on 1310 kc., are John W. Boler, head of NCBS; Howard Johnson, director of the American Hoist & Derrick Co., St. Paul, and David C. Shepard, St. Paul banker. The latter two are understood to be backers of Mr. Boler in the regional network project, which is affiliated with MBS. Mr. Herbst established the station in November, 1937.

ARTISTS RECORDING LIBRARY, Los Angeles transcription and production unit, has been established at 3443 W. First St., with Willard (Doc) Hall, as production manager and David H. Chapman, business manager. Charles Lampkin is chief engineer.

UP War Discs

SCENES behind the scenes of United Press are dramatized in the first two programs of a UP transcription series offered to subscribers. In the first Harry Flory, UP European news manager, describes news coverage during an air raid. In the second Edward W. Beattie Jr. tells from firsthand experience how six countries have been attacked. Both are fresh from the battlefronts.

ABTU Organizes New England

NEGOTIATIONS for engineers of the Yankee Network in New England, were recently concluded by Frank Socebe, representative of the Associated Broadcast Technicians Union, an IBEW Affiliate. Retroactive to April 1940, the advantages of the contract are: Include a substantial increase in wages; a five-day, 40-hour week with two consecutive days off; three weeks vacation with pay; discussion of any points in arbitration; a strictly union shop; seniority in layoffs; continued seniority during length of military service. Negotiations are now under way with WMAS, Springfield; WFEA, Manchester, N. H.; WTAG, Worcester; WMEX, Boston; WLLH, Lowell.

EVERSHARP Co., Chicago (fountain pens), is sending *Take It or Leave It*, heard Sundays on CBS at 10-10:30 p.m., on a tour of major southern cities. Program, which features Bob Hawk, as m.c., will originate from Atlanta Feb. 2. Other cities will include Birmingham, Memphis, New Orleans, Houston, Dallas, and Oklahoma City. Biow Co., New York, is agency.

Kooba-Cola Co-Op Discs

KOOBA Corp., New York (vitamin cola drink, Kooba-Cola) has sent to dealers and bottlers a series of one-minute transcriptions cut by Charles Michelson, New York, for local placement. Account is handled direct.

for
CENTRAL ILLINOIS

Good things come in pairs. (1) One of America's three richest agricultural markets. (2) One of America's best sectional radio stations. Try WJBC. 1200 Kilocycles — 250 W.

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BLOOMINGTON, ILL.

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Radio Salesman — must know business. Seidel Advertising Agency, 1317 F Street, Washington, D. C.

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Regular Announcer—for new Baltimore station. Tell complete story in first letter. Background, age, experience, salary desired. Transcription necessary. Photo will help. Station WITH, Baltimore.

Sports Announcer—with experience. Play by play, all sports. Must be capable of doing good studio commercial job in addition. Independent 1000 watt midwest station. Box 193, BROADCASTING.

Register With Recognized Employment Bureau—we need salesmen, transradio press operators, combination announcer-operators, others except talent. National Radio Employment Bureau, Box 864, Denver, Colorado.

Situations Wanted

Experienced Announcer-Operator — desires change. Presently employed combination. First 'Phone. Age 20. Go anywhere. Box 187, BROADCASTING.

Announcer-Program Director—excellent, experienced sportscaster. Want baseball play by play. Now employed. Box 189, BROADCASTING.

Engineer—four years experience. Transmitter, control operator, announcer. 28. Married. Desire change. Reason, transcription, references on request. Box 197, BROADCASTING.

Executive—With twelve years experience as Manager, Commercial Manager of nationally known stations, former network producer desires change. Now employed, well-known by national advertisers and agencies, young, dependable. Best references. Box 192, BROADCASTING.

Situations Wanted (Continued)

Ad-lib Specialist-Program Creator — four years background network and local station. Prefers major market affiliation. Presently employed. Married. Box 188, BROADCASTING.

Station Manager — unusual small station success record. Now desires change. Background every phase radio. Young, excellent references. Box 185, BROADCASTING.

Commercial Manager—man with outstanding record directing sales organization past three years. Would appreciate interview. Best references. Box 196, BROADCASTING.

Newsman—edit, rewrite and announce. Ten years radio experience plus newspaper background. Can handle commercial copy and announcing. Have done sports and special events. Married and reliable. Box 194, BROADCASTING.

Experienced Operator-Announcer — young. Ambitious. Employed at five kilowatt network affiliate. Desires change. Programming, newscasting, local network experience. Details, transcription on request. Box 190, BROADCASTING.

Attention Station Owners! 15 years experience in all phases of radio including selling, programming, promotion and merchandising. Now employed in executive position. Proven record for your inspection. Does your station need this type of man? Box 195, BROADCASTING.

Announcer — wishes position with progressive network affiliate. Has proven and commercially successful morning chatter show. Can do any ad lib, news and straight assignment. Thirty years old, married, college education. Complete transcription available. Network references. Address Box 186, BROADCASTING.

Wanted to Buy

5 KW Transmitter Wanted—prefer one of standard make and in good condition. Box 191, BROADCASTING.

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Vast Changes in Federal Setup Urged

Report Given Congress Based on Two-Year Investigation

OFFERING a comprehensive plan to revise the procedure of Federal administrative agencies, including the FCC, Attorney General Jackson has laid before Congress the voluminous report and legislative recommendations for administrative reform compiled by the Attorney General's Committee on Administrative Procedure. The report and accompanying statutory proposals, sent to Congress Jan. 24 and representing two year's work by the 11-man committee of prominent lawyers and scholars, sets forth recommendations designed to speed up and democratize procedure in Federal agencies.

Expected to form the basis for legislation along the line of the late Logan-Walter bill, vetoed in the closing days of the 76th Congress by President Roosevelt, the Committee's report, along with accompanying minority reports and legislative proposals, presents general recommendations applying to the whole Federal administrative field as well as specific recommendations for specific agencies, among them the FCC.

New Unit Proposed

A principal recommendation, designed to separate the prosecuting and adjudicating functions of these agencies, is creation of an Office of Federal Administrative Procedure, a new unit which would appoint independent "hearing commissioners" to serve all administrative divisions of the Federal government, make a continuing study of the work of regulatory agencies, and submit suggestions for improving and making more uniform the procedure of the agencies.

The separation of powers idea would be further accomplished under the Committee's recommendations by requiring that persons investigating and presenting cases shall have no part in deciding them. Under the plan outlined by the group, headed by Dean G. Acheson, newly appointed Assistant Secretary of State, the "hearing commissioners" would hear and decide litigated disputes between the various agencies and private parties, with the agency heads acting wholly as appellate tribunals so far as quasi-judicial functions are concerned.

These "hearing examiners" would be appointed for seven-year terms by the Office of Federal Administrative Procedure, upon nomination by the agency concerned, and would be removable only by OFAP and only for cause. In effect, their findings and recommendations would carry greater weight than the findings and recommendations of trial examiners, it was stated.

Other Recommendations

In addition to creation of this new office, the legislative bill advanced by the majority group of the Committee would: Regularize rules and regulations of agencies, insuring the public a larger share in their making and a greater knowledge of their existence and meaning, and provide a lapse of time between promulgation of a rule and its effective date to allow interested parties to submit views and comment; simplify administrative procedure all along the line by widening delegation of authority; empower agencies to issue "declaratory" advance rulings in order to eliminate unnecessary uncertainty, with these rulings enjoying full force on both the agency and the citizen and being reviewable by the courts just as final orders.

The Committee, in its thousand-page report also made six specific recommendations regarding FCC procedure. Citing the FCC rule requiring that a petition to intervene must set forth not only the interest of the petitioner in the proceeding, but also "the facts on which the petitioner bases his claim that his intervention will be in the public interest," the committee stated:

"If competitors have a legal interest in being protected from competition or the like, their petitions for intervention must, of course, be granted. If, on the other hand, they have no such interest, and their rights are no different from other members of the public, so that in effect they are no more than representatives of the public interest and vindicators of the public rights, the commission's new and more stringent regulations concerning intervention are fully justified."

For Field Hearings

Pointing out that it works to the advantage of both the FCC and private parties to participate in hearings in the field rather than in Washington, the Committee recommended that every effort be made by the FCC to secure sufficient appropriations to conduct its hearings in the field. Although the economic question is important from the FCC angle, the Committee observed, it often is of even greater consequence to the other parties in the proceedings. In some cases, such as a commercial radio operator, the expense item of making the trip to Washington makes the right to a hearing for certain parties "in large part illusory", it was stated.

Citing the practice of parties before the FCC filing numerous petitions for rehearing simply to protect their right to appeal, the Committee stated:

"In order to avoid the necessity for the filing and disposition of futile petitions, the Committee recommends that the FCC declare publicly that, since in its opinion the decision of the court does not require anything more than the exhaustion of administrative remedies by an appellant, parties to hearings before the Commission need not petition for a rehearing prior to taking an appeal. The assurance of the Commission that the failure of such persons to petition for a rehearing will not be urged as a defense to an appeal should suffice to terminate the present wasteful and pointless practice."

Press Releases

Another Committee recommendation evolved around press releases in cases involving revocation of broadcast licenses. Holding that the sanction of publicity "contains elements of unfairness", in that the licensee may read of the action in the papers before he receives official notification from the FCC, the Committee recommended "that except where protection of the public interest impels immediate public warning, the FCC withhold the press release at least until the licensee has had an adequate opportunity to examine the notice of hearing and either prepares a brief answer for simultaneous release or determines whether he should discontinue the program in issue as a prelude to requesting the Commission's immediate and informal termination of the proceedings."

Two other recommendations, covering non-broadcast activities, centered on issuance to ships of certificates of compliance with the Safety Convention and interlocutory suspension of operator's licenses and their revocation. Pointing out that the responsibility of inspection and sole authority for authorizing issuance of certificates to ships lies with the FCC, the Committee recommended elimination of the "unnecessary step" requiring actual issuance of the certificates through the Bureau of Marine Inspection & Navigation of the Department of Commerce by repealing the executive order now vesting the issuing power in that Bureau. It also recommended amendment of the Communications Act of 1934 to vest in the FCC power to suspend a radio operator's license pending the outcome of disciplinary action, as well as the power to revoke such licenses in appropriate instances.

No Judiciary Increase

One of the main points of difference between the Committee's report and the ill-starred Logan-Walter bill lies in the failure of the Committee to make any provision for judicial review of administrative regulations. The Committee took the position that there is adequate provision in present law for ultimate review of such decisions, while the Logan-Walter proposal recommended additional judicial machinery to take care of administrative appeals.

The seven committee members joining in the majority report of the committee included Mr. Acheson; Francis Biddle, U. S. Solicitor General; Prof. Ralph F. Fuches, Washington U Law School, St. Louis; Dean Lloyd K. Garrison, U of Wisconsin Law School; Prof. Henry M. Hart Jr., Harvard Law School; Judge James W. Morris, U. S. District Court for the District of Columbia; Prof. Harry Shulman, Yale U Law School. Joining in one of the minority reports which recommended going still further in administrative reforms were Carl McFarland, former Assistant Attorney General; Dean E. Blythe Stason, U of Michigan Law School; Arthur T. Vanderbilt, former president of the American Bar Assn. A second minority report, joining in the recommendations of these three but viewing the legislative proposals as inadequate to meet the situation, was filed by Chief Justice D. Lawrence Groner of the U. S. Court of Appeals for the District of Columbia. Prof. Walter Gellhorn, of the Columbia U Law School, acted as director of the Committee's staff.

Both bills offered by the majority and minority groups of the committee were introduced in the Senate Jan. 29 by Senator Hatch (D-N.M.), one of the leaders in securing Senate action on the Logan-Walter Bill late last year. In introducing the measures, S-675 and S-675, Senator Hatch indicated that both bills were offered for consideration by the Senate Judiciary Committee, with the Senator ultimately working out "the best bill possible".

Drawn for BROADCASTING by Sid Hix

"I Had to Do It, Officer . . . He Started to Whistle an ASCAP Tune!"

Standard Brand Spots

STANDARD BRANDS, Montreal, on Feb. 3 starts 20 transcribed announcements weekly for two months during the spring and two months in the fall, using 38 Canadian stations. The campaign will promote Fleischmann's yeast. On behalf of Tenderleaf Tea, Standard Brands on the same day starts four announcements daily, five days a week, on eight Ontario stations for eight weeks. J. Walter Thompson Co., placed both accounts.

CANADIAN ASSOCIATION OF BROADCASTERS is moving to larger quarters in the Victory Bldg., 80 Richmond St. West, Toronto, to take care of additional activities in conjunction with the new post of paid president - general manager [BROADCASTING, Jan. 27]. The CAB office is also headquarters for BMI (Canada) Ltd.

IT REQUIRES "Acceptance" TO COMPLETE A PROPOSAL

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WICC	Bridgeport, New Haven
WLLH	Lowell, Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland
WELI	New Haven

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